



AFRICA

MEDIA LANDSCAPE

Nigeria, Uganda, Tanzania, Ethiopia, Rwanda, Kenya, Ghana

www.themediavantage.com



NIGERIA



Country overview

AFRICA'S LARGEST ECONOMY



CAPITAL
Abuja

REGION
Africa

GDP PER CAPITA, PPP
\$5,967

GDP
\$397.3 billion

POPULATION
195,874,740

AREA
923,768 SQ.KM

BBC calls it one of the
fives superpowers by
2050.

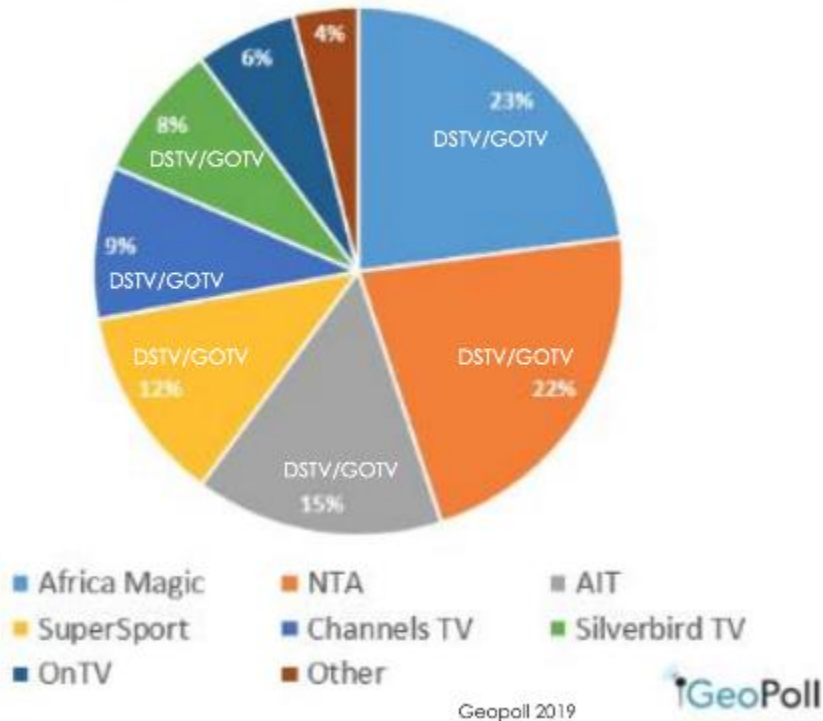
Nigeria is poised to grow by
leaps and bounds by 2050, at
an average of 4.2% year-on-
year.

More than 30% of Nigerian
residents are new entrepreneurs
or the owner-manager of a new
business, among the highest rate
in the world.

TV

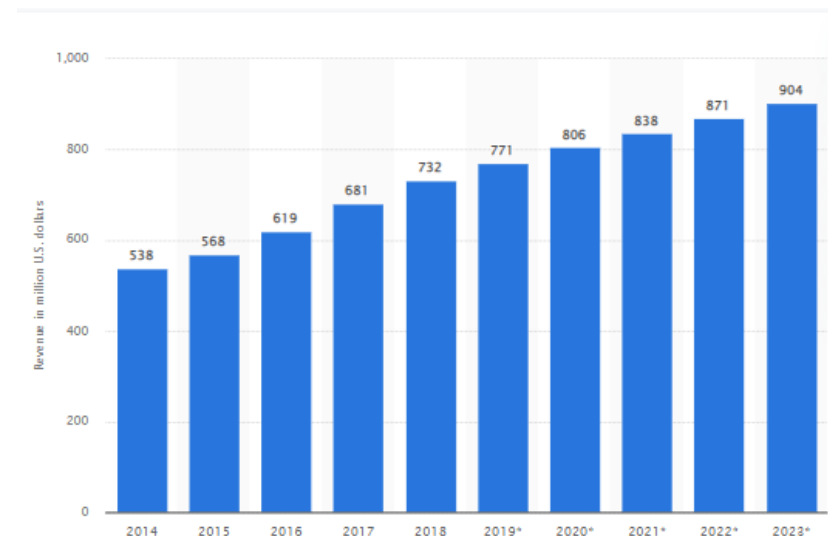
EFFECTIVE MEDIUM TO REACH THE GROWING MIDDLE-CLASS

Top Nigerian TV Stations in July: Channel Share



- Penetration rates for television have risen rapidly over the past decade.

TV and video market revenue in Nigeria from 2014 to 2023



- The number of Pay TV households is also on the rise, expected to hitting 4.9 million in 2021.
- Channels TV and NTA are leading TV networkings in the country, with the largest audience shares.

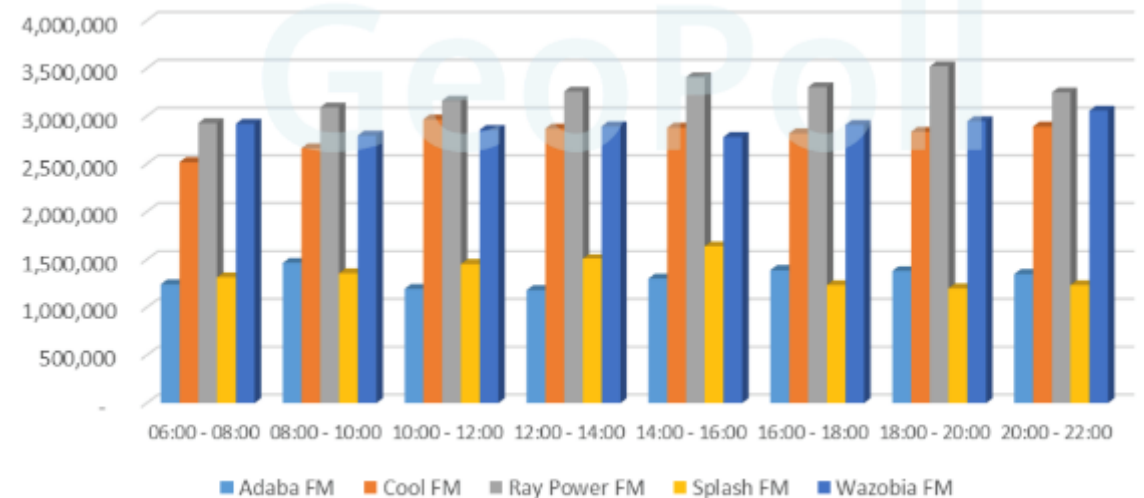
Radio

HIGHEST REACH IN THE COUNTRY

Station	Market share, 2019
Wazobia FM	8%
Ray Power FM	7%
Cool FM	7%
Splash FM	3%
Adaba FM	3%

- Of the hundreds of radio stations in Nigeria, the two most listened-to are Wazobia FM and Ray Power.
- Radio is Nigeria's most popular broadcast medium.

Total radio audience in Nigeria 2021



Print

DOMINATED BY THOSE THAT MADE IT THROUGH THE DECLINE

- In line with global trends, Nigeria's print. Wipopulated by hundereds of publications, witnessed a weakening of its powers.
- However, the most reputed titles that duplicate online versions of their copies are still the most well-regarded print mediums.

The logo for PUNCH, featuring the word "PUNCH" in a bold, red, sans-serif font. Above the letters "P" and "U" are horizontal bars in yellow and green respectively.The logo for THIS DAY, featuring the words "THIS" and "DAY" in a black, serif font, separated by a red circular emblem containing a white bird.The logo for SAHARA REPORTERS, featuring the words "SAHARA" and "REPORTERS" in a white, sans-serif font, stacked vertically on a dark blue background with a thin orange line below "REPORTERS".The logo for The Guardian, featuring a small blue crest icon to the left of the words "The Guardian" in a blue, serif font.The logo for THE NATION, featuring a small red and white crest icon to the left of the words "THE NATION" in a white, serif font, with the tagline "Truth in Defence of Freedom" in a smaller white font below.The logo for THE Sun, featuring the word "Sun" in a large, white, bold, sans-serif font, with "THE" in a smaller white font above it, all on a red background.The logo for Vanguard, featuring the word "Vanguard" in a large, red, sans-serif font.The logo for PREMIUM Times, featuring the word "Times" in a large, black, serif font, with "PREMIUM" in a smaller red font above it.

Print

Punch

Frequency: Daily

Published in Lagos, Punch is the largest circulating newspaper in Nigeria. The paper has extensive operations and is renowned to have the best color press in Nigeria. It is strong on sports, entertainment and politics. It is reputed to mirror the mind of the Yoruba establishment. The audience of the Punch is mainly A,B class as it's one of the newspapers of the political and business leaders and decision takers in the country. Its language structure also endears the newspaper beyond the AB class and makes it friendly to others.

Vanguard

Frequency: Daily

Another Lagos-based newspaper owned by Mr. Amuka Pemu, a veteran journalist from Delta State. It is also a mass-circulating paper in the mold of the Punch. It is strong on Niger Delta issues, labor issues, sports and entertainment.

Guardian

Frequency: Daily

This newspaper is seen as the flagship of the Nigerian press. It is based in Lagos, published by Chief Alex Ibru, a business magnate from a well heeled family from Delta State. It is a serious newspaper, which appeals largely to the upper/middle class. It is respected for its news and opinion pages. The paper is strong on politics, business, arts, and sports. It has a liberal outlook. It is seen as the most influential newspaper in the country



Print

Tribune

Frequency: Daily

Presently, Tribune is the oldest paper in Nigeria, having started operation in 1904. Tribune is based in Ibadan and owned by the family of Chief Obafemi Awolowo, the late patriarch of Yoruba politics and one of the founding fathers of Nigeria. Tribune's strength is in politics.



The Nation

Frequency: Daily

The Nation is the second most read newspaper in Nigeria. The daily is targetted at the affluent, educated, readers in leadership positions, businessmen and policy makers belonging to the B & A segments of society. The paper covers business and economy, public policies, the democratic process, sports, arts and culture.



Business Day

Frequency: Daily

Business Day is South Africa's most influential and respected daily newspaper, offering incisive coverage of business, the economy, politics, labor and other current affairs, for the business-savvy reader. Launched in 1985, the title addresses decision-making individuals across all sectors of the state.



Digital

INTERNET USERS IN NIGERIA INCREASED BY 4.6 PERCENT BETWEEN 2021 AND 2022



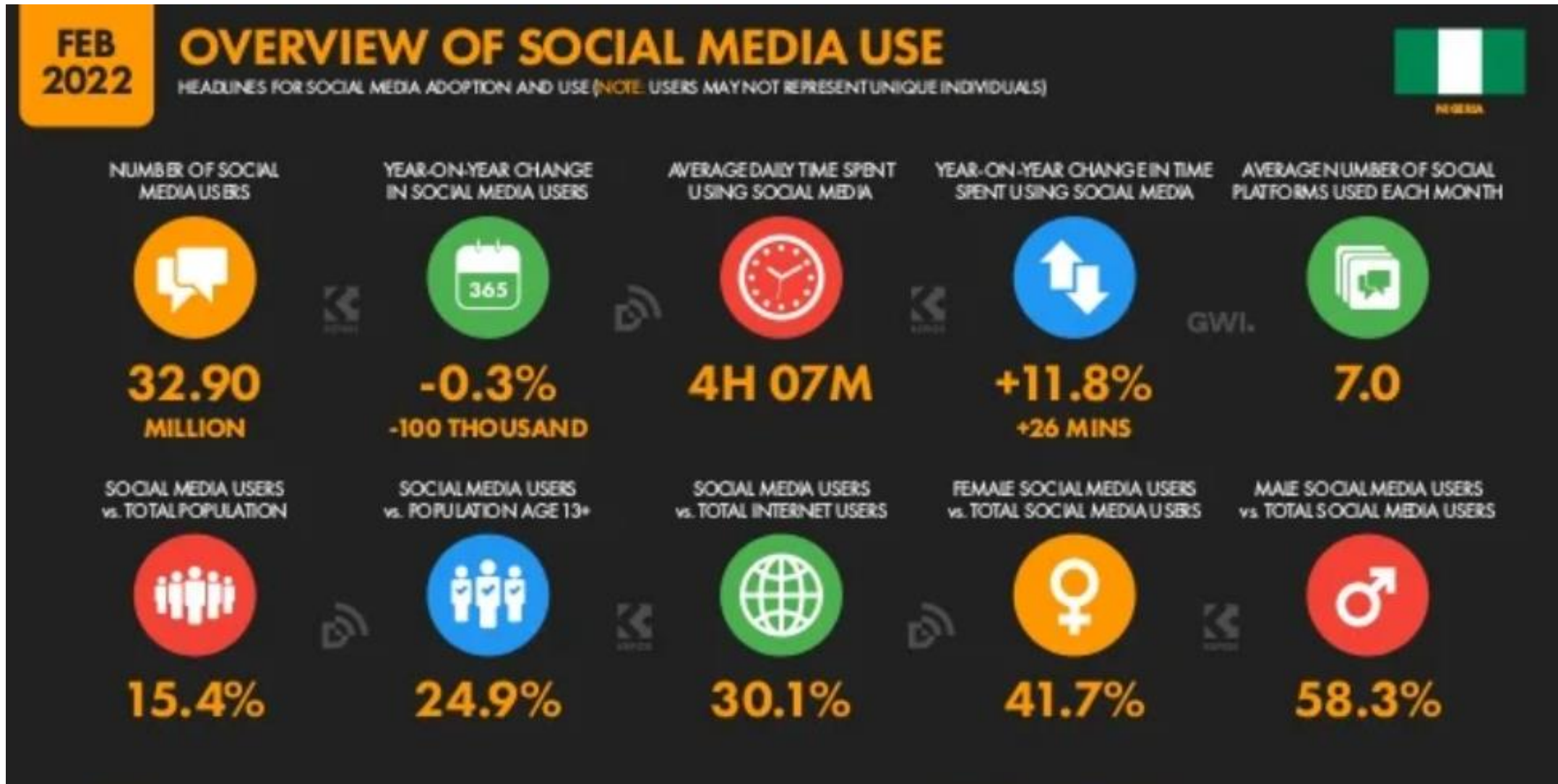
Digital

MOST VISITED SITES IN NIGERIA

FEB 2022		MOST-VISITED WEBSITES: SEMRUSH RANKING				RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021				 NIGERIA	
#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	80.1M	9.71M	15M 50S	5.68	11	PUNCHING.COM	8.75M	2.05M	11M 50S	2.56
02	BET9JA.COM	28.7M	2.43M	0M 11S	10.81	12	LIVESCORE.COM	7.53M	1.09M	20M 36S	5.23
03	FACEBOOK.COM	26.0M	5.80M	16M 20S	6.04	13	YOUTUBE.COM	6.80M	2.57M	21M 39S	4.30
04	BIT.LY	20.5M	6.75M	11M 04S	1.18	14	WIKIPEDIA.ORG	5.87M	2.12M	11M 39S	1.81
05	XNXX.COM	13.0M	3.24M	21M 54S	8.66	15	FLASHSCORE.MOBI	5.72M	545K	3M 44S	9.21
06	NAIRALAND.COM	12.8M	1.77M	21M 33S	8.31	16	SPORTYBET.COM	5.45M	528K	17M 09S	17.81
07	QUORA.COM	12.3M	6.73M	9M 11S	2.20	17	BETKING.COM	5.15M	441K	2M 56S	12.95
08	XVIDEOS.COM	9.88M	2.17M	23M 03S	8.77	18	JUMIA.COM.NG	5.09M	1.95M	12M 23S	6.74
09	MANGAHERE.CC	9.20M	610K	2M 41S	1.81	19	SAHARAREPORTERS.COM	4.83M	1.76M	9M 53S	1.43
10	KONGA.COM	8.99M	4.84M	8M 34S	3.11	20	BBC.COM	4.77M	1.18M	12M 54S	3.65

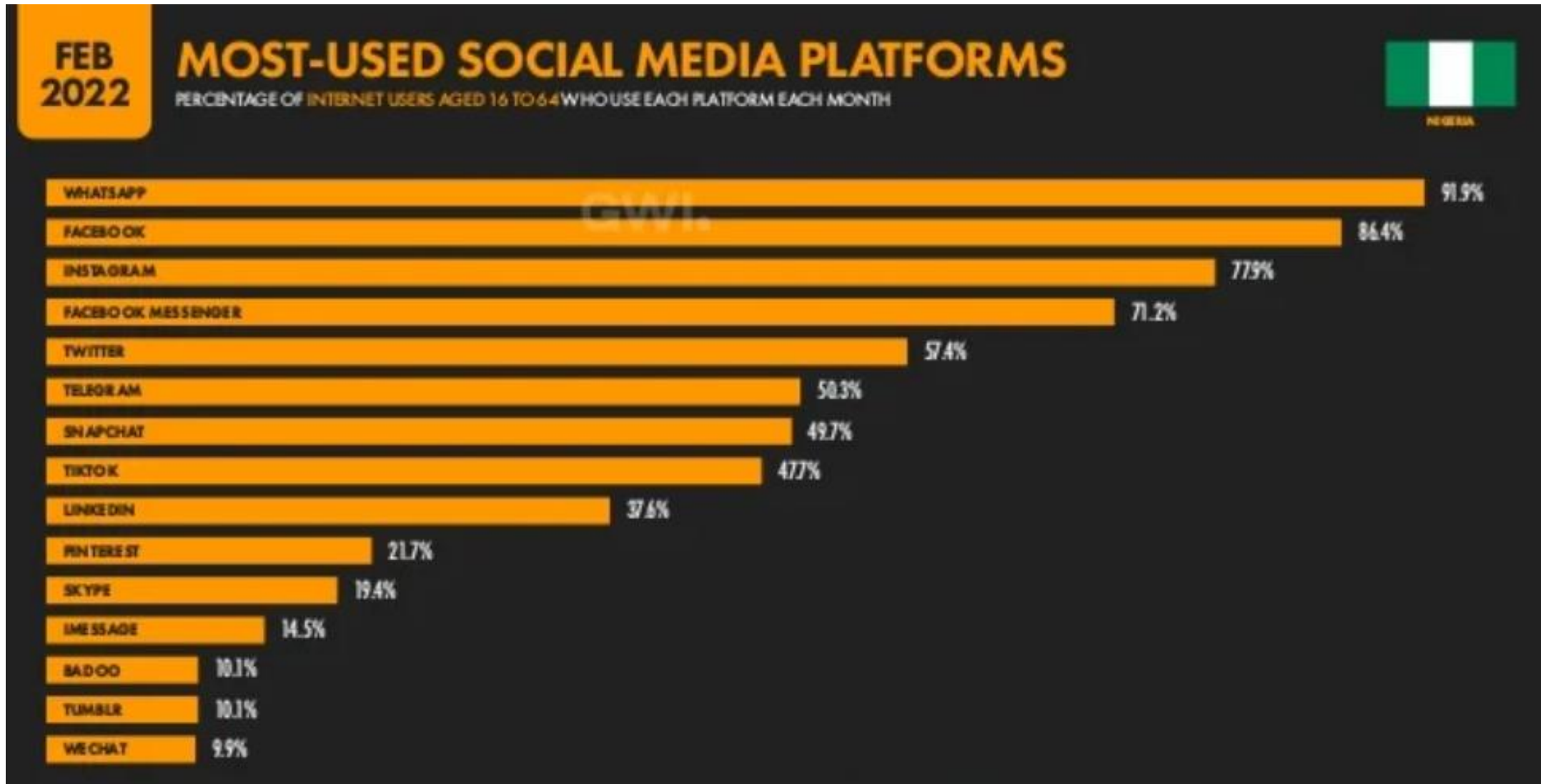
Digital

SOCIAL MEDIA USERS AT THE START OF 2022 WERE EQUIVALENT TO 15.4% OF THE TOTAL POPULATION



Digital

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM, FOLLOWED BY FACEBOOK



OOH

PROVIDE EFFECTIVE REACH IN KEY CITIES LIKE ABUJA AND LAGOS



TANZANIA



Country overview

LARGEST COUNTRY IN EAST AFRICA CELEBRATED FOR ITS WILDERNESS



CAPITAL
Dodoma

REGION
Africa

GDP PER CAPITA, PPP
\$3,273

GDP
\$57.4 billion

POPULATION
56,318,348

AREA
947,300 SQ.KM

The economy is primarily fueled by agriculture, which accounts for more than one-quarter of the country's gross domestic product.

While the country's official capital is Dodoma, located on the mainland, Dar es Salaam is the largest city and port in the country.

Spoken languages are Swahili and English (both official), and Arabic (widely spoken in Zanzibar).





Media consumption trends

RADIO AND TV DOMINATE THEIR MEDIA USAGE

Media Landscape in Tanzania





**MEDIA
OWNERSHIP
MONITOR**
TANZANIA

Trust in Media

	73%
	64%
	16%
	6%

Media Popularity

1	
2	
3	
4	
5	Social Media

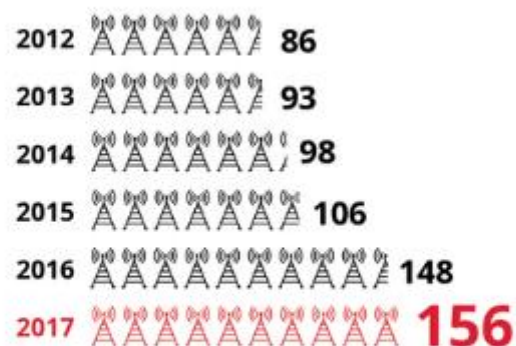
	How many Following Sources?				
	 Radio	 Internet	Social Media	 Newspaper	 Television
Never	13	78	79	56	39
Less than once a month	7	3	2	15	14
A few times a month	10	2	2	13	11
A few times a week	26	7	7	10	13
Everyday	45	8	8	5	23

While radio tops the chart in terms of reach, Television's popularity and authority continues to make it a fierce competitor.

Radio

RADIO IS THE MOST POPULAR MEDIUM

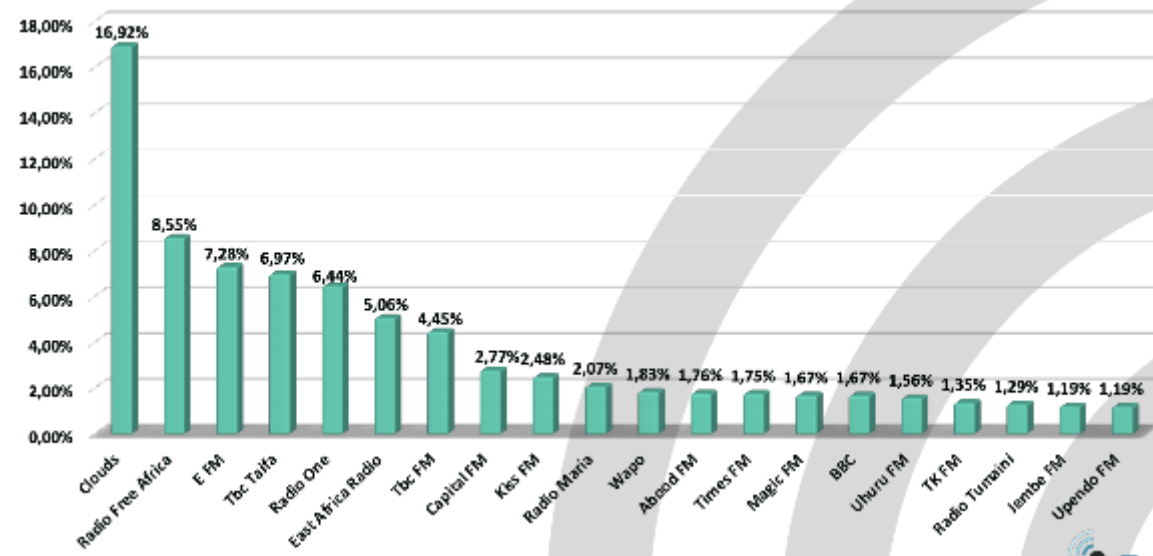
Number of Radio Stations **156**



High Audience Concentration



Top Radio Stations in Tanzania, by share



45 percent of the Tanzanians use it as a daily news source.

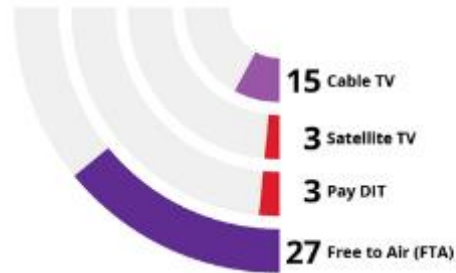
It lags slightly behind television in terms of credibility, with 64% considering radio a trusted source.

Cloud Entertainment Ltd., IPP Media Ltd., and the state-run Tanzanian Broadcasting Corporation have a considerable standing in the market. Sahara Media Group follows in terms of reach.

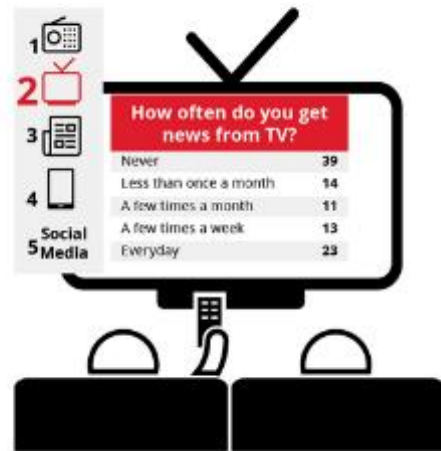
TV

MOST-TRUSTED MEDIUM, TAILORED TO THE MIDDLE-CLASS

Number of TV Stations **48**



Most Popular News Sources



High Audience Concentration

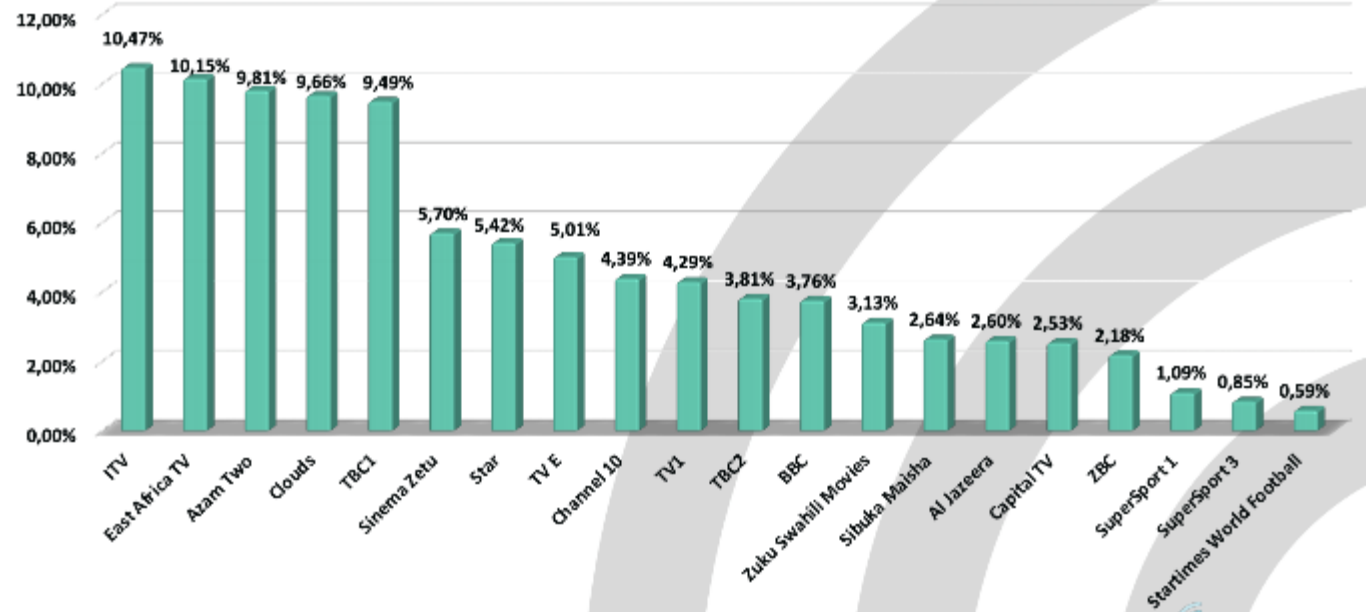


Trust in Media



Television is the most trusted news source in Tanzania

Top TV Stations in Tanzania by Rating

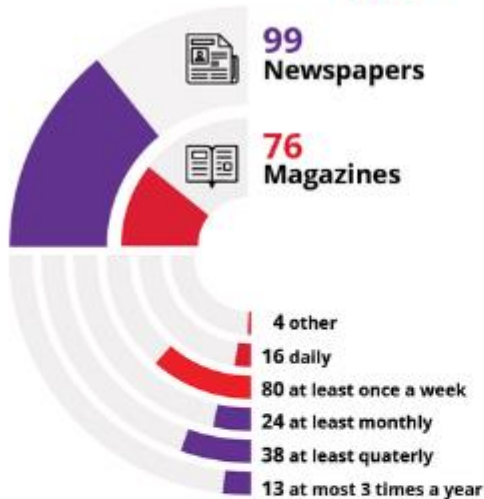


- Since affordability is limited to the middle-class, TV's reach remains restricted to them.
- However, as a trusted medium, it is a very effective tool to reach this class.

Print

A COMMODITY FOR THE ELITE

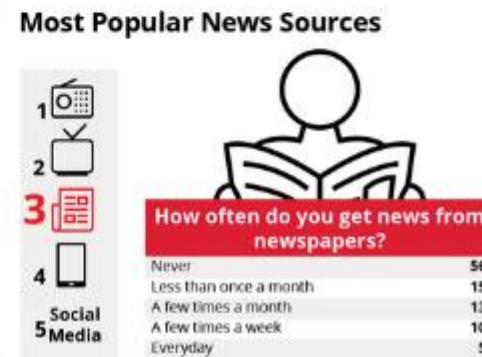
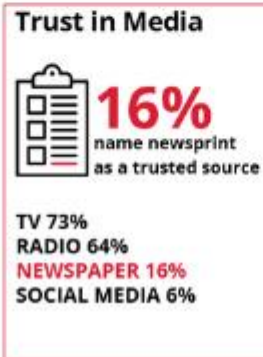
Number of Print Outlets **175**



High Readership Concentration

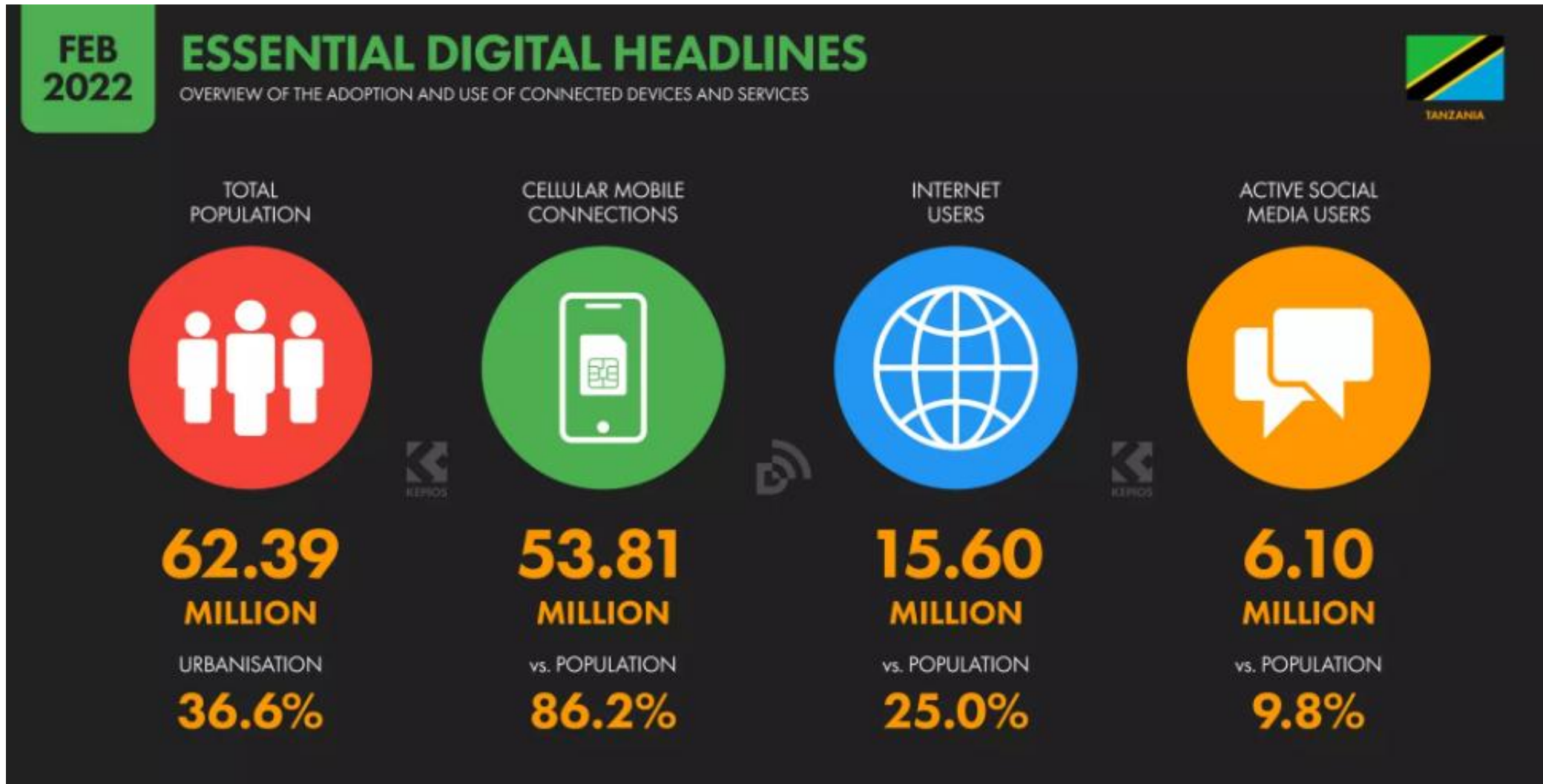


- Print has seen a decline not only due to digital, but also because of more **stringent government regulations**.
- The low literacy rates and price of access restrict its **availability to key cities** and financially well-off demographics.
- The majority of Tanzanians, especially in the rural areas, view reading newspapers as a **luxury**, preferring instead to listen to the radio.
- They like to read about **sports**. 5 of the top 10 papers are sports-oriented.



Digital

INTERNET USERS IN TANZANIA INCREASED BY 2.9 PERCENT BETWEEN 2021 AND 2022



Digital

TANZANIANS SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC



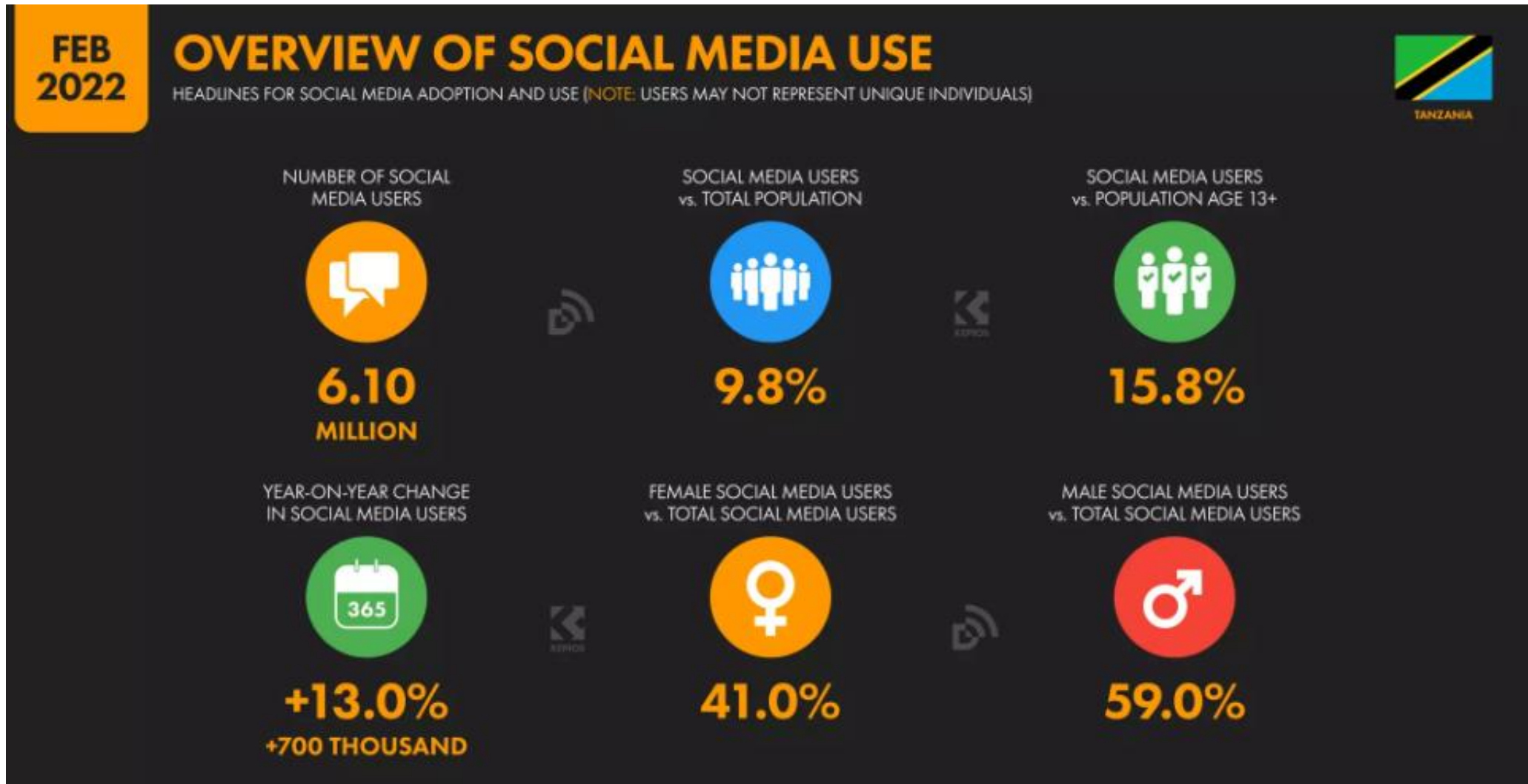
TANZANIA

#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	WIKIPEDIA.ORG	03M 39S	3.05
04	FACEBOOK.COM	17M 46S	8.56
05	YAHOO.COM	05M 16S	4.88
06	AJIRA.GO.TZ	11M 26S	8.30
07	MABUMBE.COM	06M 11S	7.00
08	JAMIIIFORUMS.COM	11M 35S	8.70
09	INSTAGRAM.COM	09M 00S	11.40
10	BETPAWA.CO.TZ	08M 21S	7.40

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	SPORTPESA.CO.TZ	06M 44S	2.70
12	OFFICE.COM	12M 39S	11.50
13	MICROSOFT.COM	04M 30S	3.35
14	GOOGLE.CO.TZ	03M 31S	4.80
15	TRA.GO.TZ	14M 05S	6.80
16	STACKOVERFLOW.COM	05M 59S	3.74
17	BONGOJOBS.COM	10M 31S	16.00
18	BEFORWARD.JP	08M 38S	7.00
19	COINMARKETCAP.COM	07M 07S	4.51
20	NETFLIX.COM	04M 46S	3.61

Digital

SOCIAL MEDIA USERS IN TANZANIA INCREASED BY 13 PERCENT BETWEEN 2021 AND 2022



OOH

PROMINENT IN KEY URBAN CENTERS



UGANDA



Country overview

KNOWN AS THE 'PEARL OF AFRICA' FOR ITS MANY ECOSYSTEMS



CAPITAL
Kampala

REGION
Africa

GDP PER CAPITA, PPP
\$794.34

GDP
\$35.17 billion

POPULATION
46,906,917

AREA
241,037 SQ.KM

Agriculture is one of the most important sectors of the economy, employing 72% of the work force and accounting for 23.1% of the GDP.

Uganda gained independence from the UK on 9 October 1962. The period since then has been marked by violent conflicts, including an eight-year-long military dictatorship led by Idi Amin.

English (official), Swahili (official), Luganda, various Bantu and Nilotic languages are the most widely spoken languages

Radio

THEIR GO-TO SOURCE OF INFORMATION

The Media landscape has been evolving over time. This has not only introduced a variety of channels on radio, but also diversified radio stations.

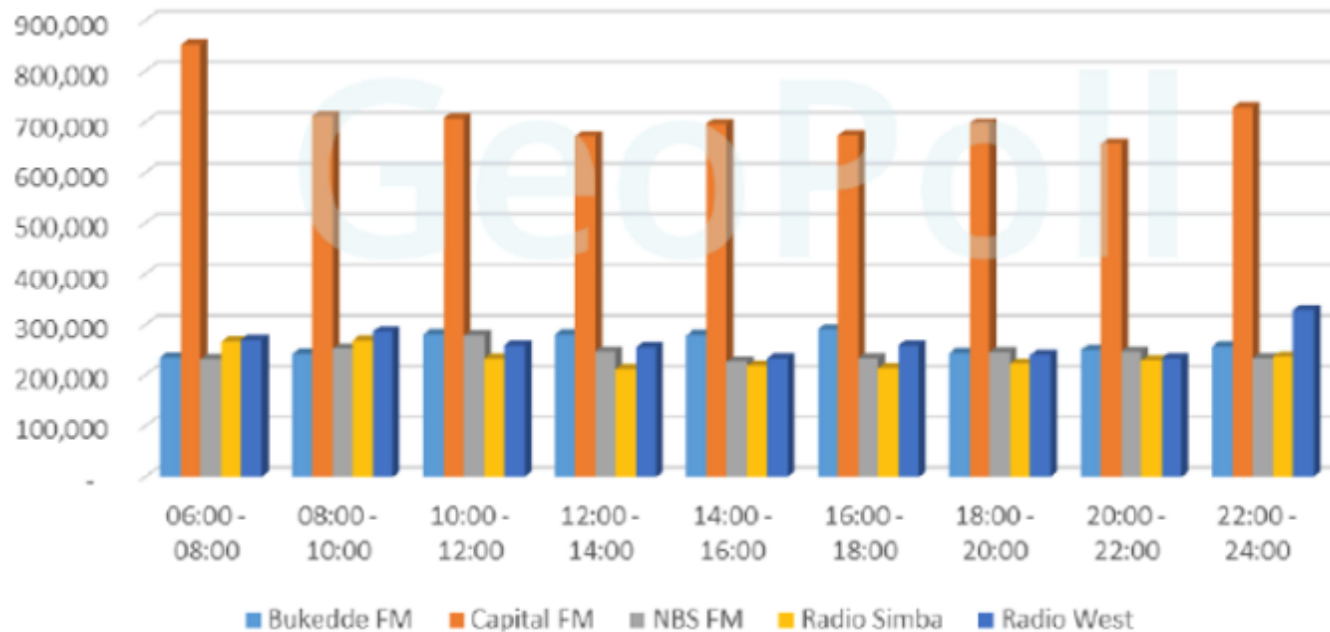
- Capital FM has a dominant share of 10% across the quarters whereas its competitors have shares of 4% and below.
- Bukedde FM and Radio One too command a fair share of the market.

Position	Station	Program	Air Day	Air Time	Rating Average
1	Capital FM	Morning crew	Monday-Friday	6am-10am	2.7
2	Radio One	Gr8 morning	Monday-Friday	6am-9am	2.5
3	KFM	D'mighty breakfast	Monday-Friday	6am-10am	1.9
4	Galaxy FM	Morning saga	Monday-Friday	6am-10am	1.5
5	Sanyu FM	Sanyu breakfast	Monday-Friday	6am-10am	1.3
6	XFM	X AM	Monday-Friday	6am-10am	0.9
7	Radio City	Breakfast in the city	Monday-Friday	6am-10am	0.3

Radio

CONSUMPTION THROUGH THE YEAR AND DAY

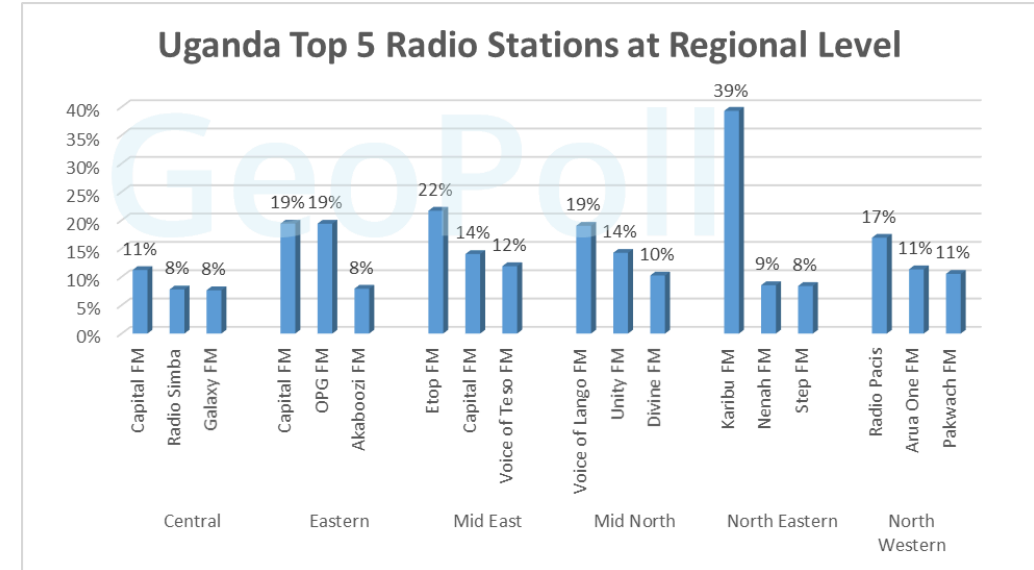
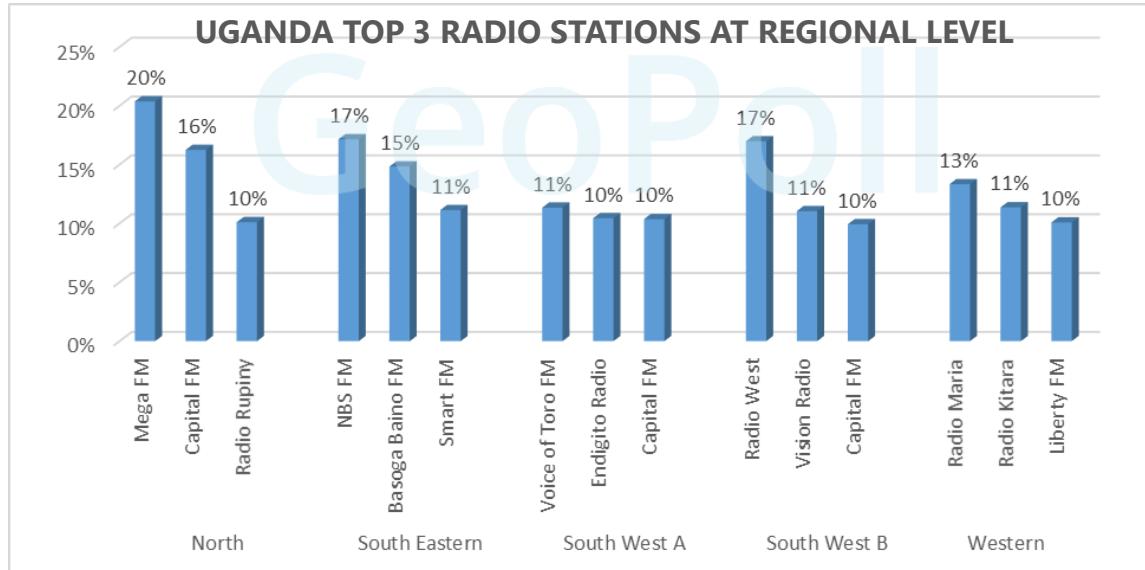
Total Radio Audience in Uganda



- Capital FM maintains its strong hold over the Uganda radio market, both through parts of the day and year.
- Bukedde FM is the leading station in the Luganda language.

Radio

AT THE REGIONAL LEVEL



- The popularity of radio stations can vary according to regions.
- As we can see, different stations take the cake in different parts of Uganda.
- Kampala, in central Uganda and its capital city, mostly listens to Capital FM.

Radio



91.3 Capital FM

is a broadcast radio station in Kampala, Uganda, providing World Top 40 Adult Contemporary Pop and Urban music on 91.3 in Central .



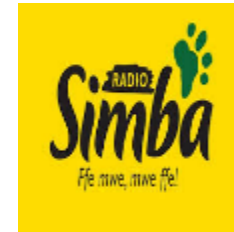
Bukedde FM

is based in Kampala, Uganda. It features a mix of contents such as information, news, talk shows and much more.



100.2 Radio West

is a broadcast radio station in Uganda, providing a mix of entertainment shows



Radio Simba

is a broadcast radio station in Kampala, Uganda, providing News, Sports and Local music in Luganda language.

TV

PAY TV IS THE NEW NORM

Uganda is now driving towards migrating from analog to digital TV broadcasting, making the switch in 2015.

Pay TV is marketed by Tanzania's Azam, South Africa's DStv, Chinese-owned StarTimes and Kenya's Zuku TV.

DSTV has a large majority share due to its cost-effective Pay TV offering called GOTV .

News Programs in Luganda Q1 2019

Position	Station	Program
1	Bukedde 1	Agataliiko nfuufu
2	NTV	Akawungeezi
3	Bukedde 1	Ag'omu ttuntu
4	NBS	Amasengejje
5	BBS TV	Agesigika
6	Bukedde 1	Agabutukidde
7	Spark TV	Agaf'eyo
8	UBC TV	UBC Luganda News
9	BBS TV	Gambuuzi

Telenovela Programs

Position	Station	Program
1	Bukedde 1	Madhubala
2	Bukedde 1	Hold my hand
3	NTV	The lady from Vendaval
4	Bukedde 1	Utarani
5	Spark TV	Beauty queen
6	Spark TV	Odd of joy
7	Spark TV	Beautiful Cersi
8	Spark TV	Legacy
9	Citizen TV	Fall into temptation
10	Citizen TV	My sweet curse

NTV achieves the most audience share across the quarters. Bukedde and NBS maintains their strong positions in the TV market as well.

TV

NTV

NTV-Uganda went on air on 6th December 2006. The station airs across Uganda on both free-to-air as well as on DStv channel 283. NTV Uganda is a subsidiary of Nation Media Group, East & Central Africa's largest media group.



Bukedde TV

is a general TV channel that is part of the Vision Group (a multimedia conglomerate in Uganda). The channel first aired in 2009. The headquarters is based in Kampala. It is available on channel 93 with GoTV.

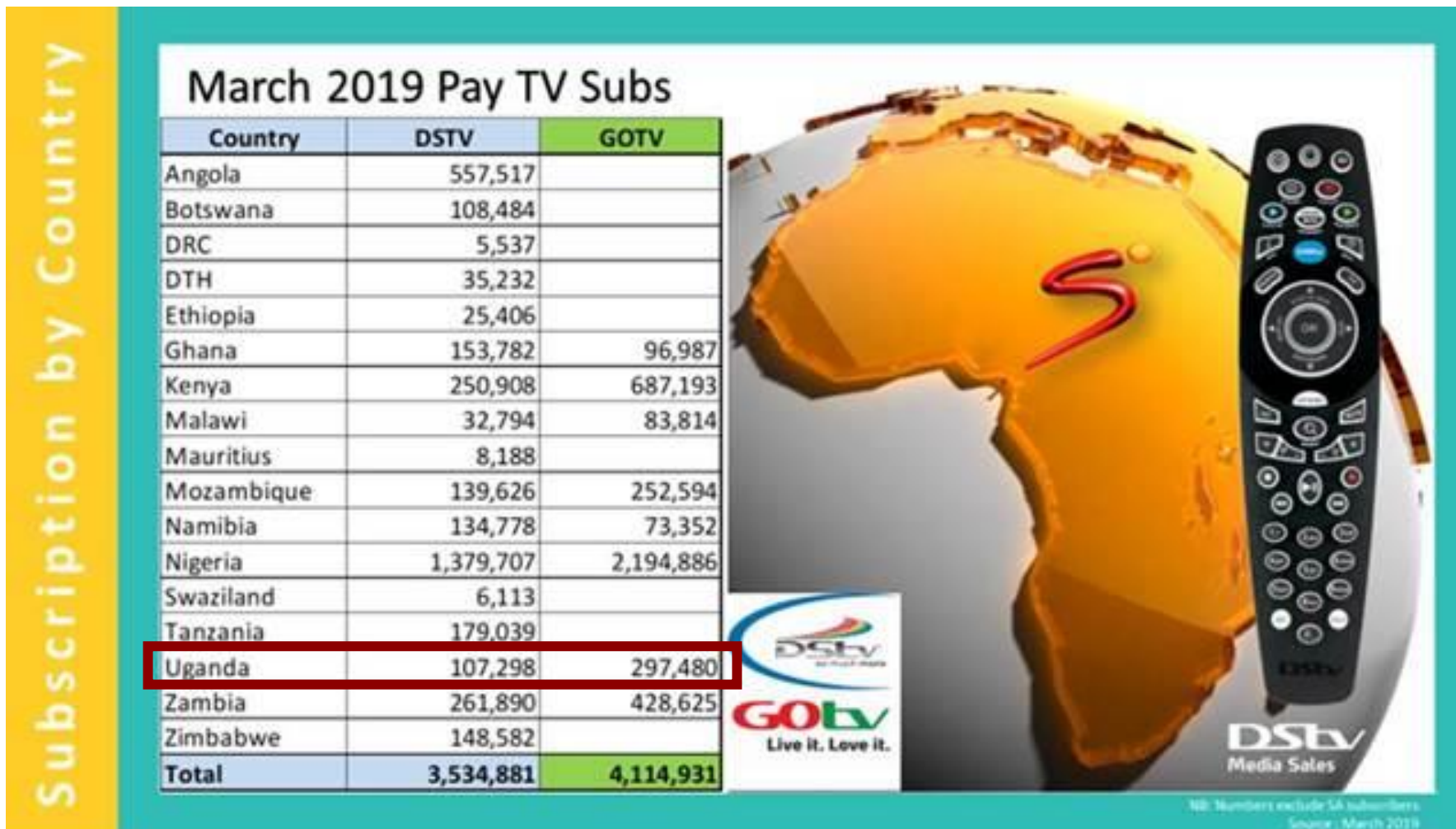


NBS

Next Media Services is a leading multi Media company for East Africa. The group consists of NBS Television, Nilepostnews, Sanyuka TV, Salam TV, Next Communications, Next Radio and Next Productions. It is available on channel 94 with GoTV.



DSTV: A DOMINANT REACH THROUGHOUT AFRICA



Print

STRONG WITH THE URBAN AFFLUENT

- There are number of newspapers in Uganda today.
- The **New Vision** is Uganda's leading English daily newspaper. It is a state-owned newspaper and has the largest nationwide circulation.
- The **Daily Monitor** is independent English language newspaper and second in circulation to The New Vision. The two papers dominate the print section of media in Uganda.
- **The Observer** is a weekly newspaper headquartered in Kampala. It is one of the largest privately owned papers in the country. In 2007, its reporter Richard M Kavuma won the CNN Multichoice African Journalist of the Year award.
- **The Independent** is a newsmagazine published in Uganda. The newspaper covers general and business news. It also has dedicated sections for news analysis, Eastern African regional news and a features section. It comes out in glossy print, but it is also available on the Internet. It is published in English only
- Besides newspapers, there are also a number of magazines that come out every month. Bride & Groom is one printed by the state-owned New Vision.
- Elyte magazine and Newslex Super Magazine is one of the new entertainment-oriented magazines in the country today.

OOH

PREVELANT IN KEY AREAS

OOH provides a great cost-effective wide-reaching broadcast medium for Uganda.

From the capital city of Kampala to Masaka, Mbarara and Fortportal in the West to Jinja, Mbale, Soroti in the East. Billboards can be seen in Lira and Gulu in Northern Uganda as well as Arua in the Nile region and in numerous other towns.

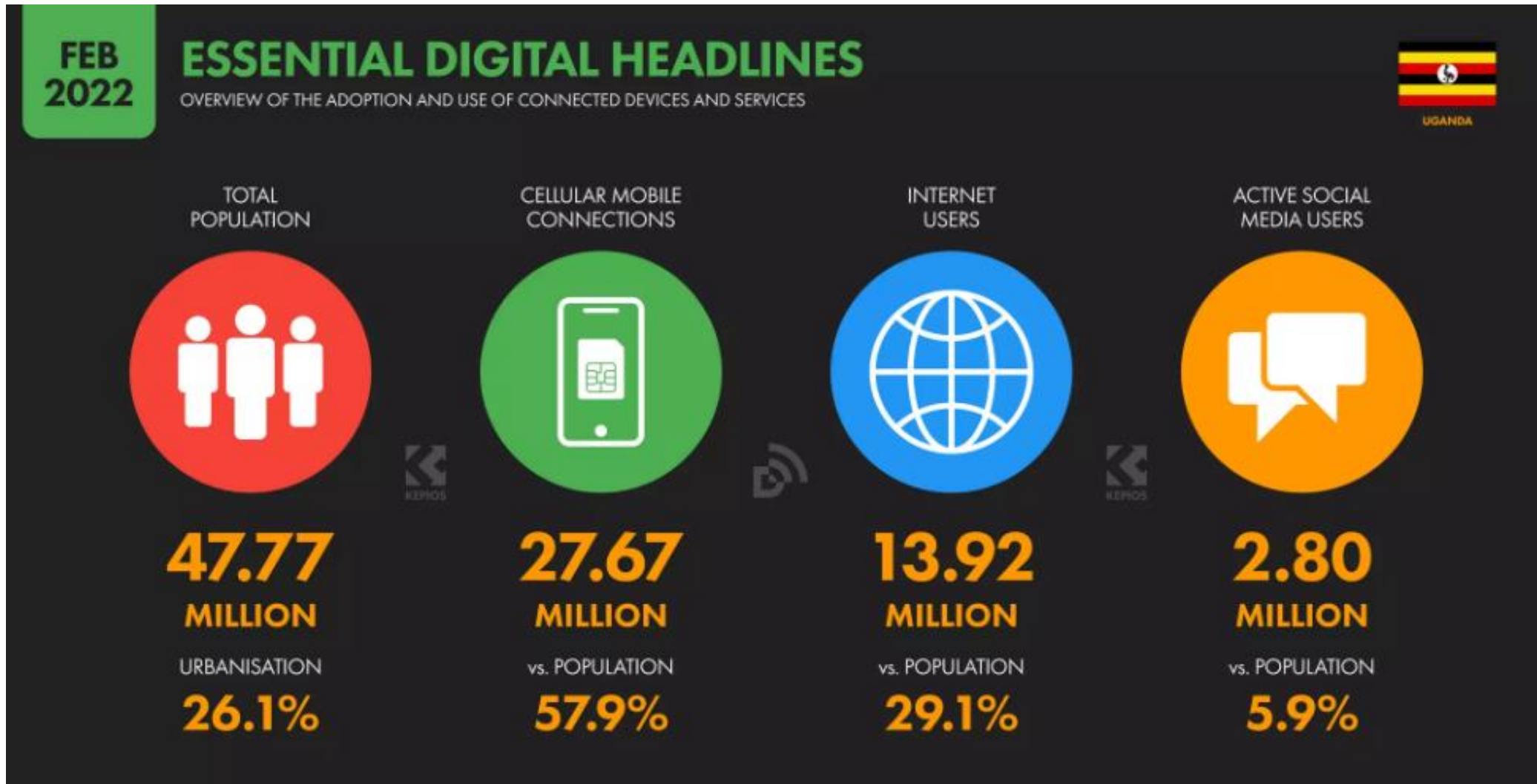
OOH advertising sites in Uganda include street furniture, landscape and portrait billboards, maxilites, spectacular billboards, gantries, iconic building wraps and digital billboards.

Airport advertising at Entebbe International Airport (EIA) is also prominent, targeting business decision makers who are travelling into and out of Uganda.



Digital

INTERNET USERS IN UGANDA INCREASED BY 15.1 PERCENT BETWEEN 2021 AND 2022



Digital

THEY SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC

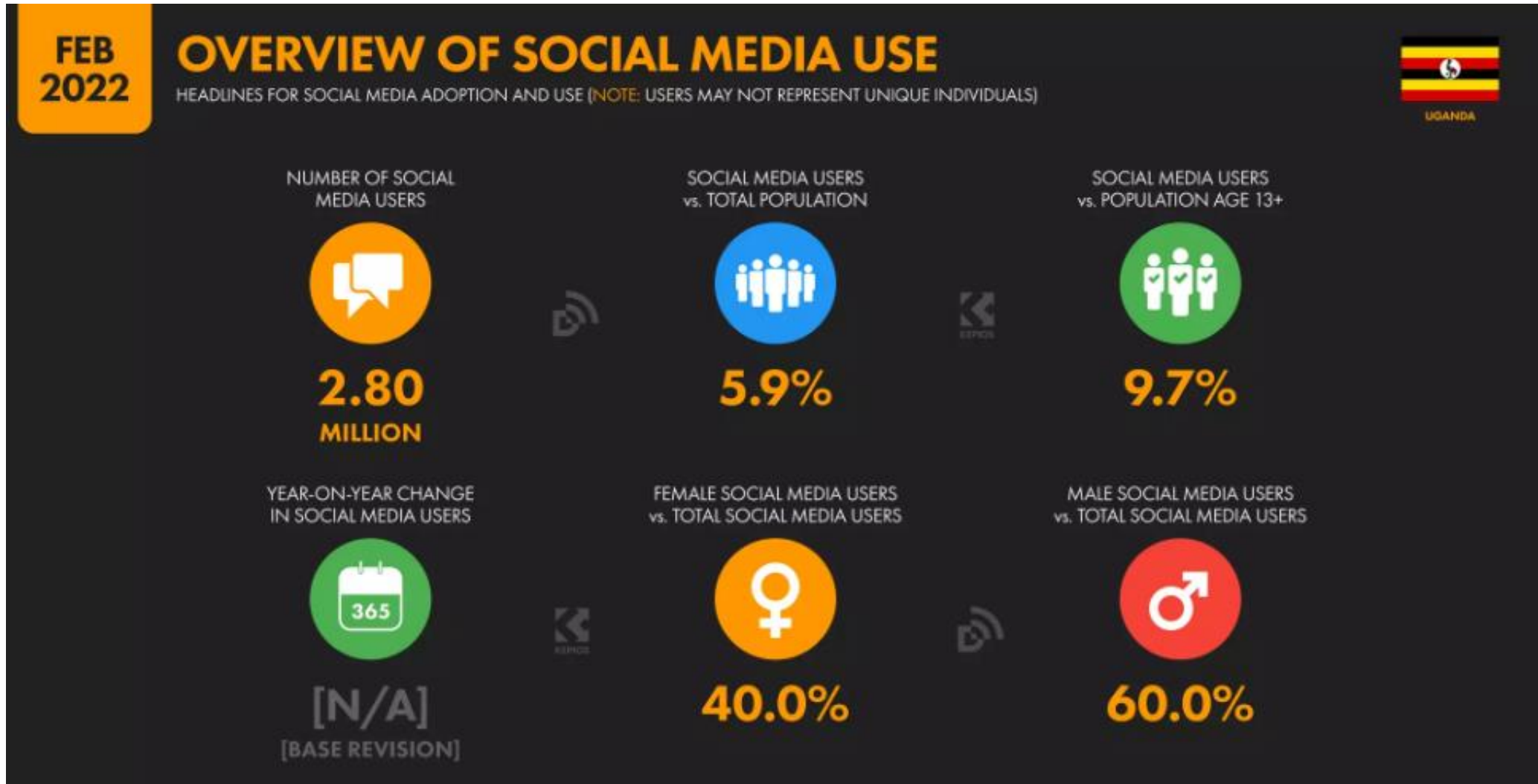


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03	ZOOM.US	06M 27S	3.52
04	URA.GO.UG	17M 38S	5.60
05	JUMIA.UG	08M 12S	6.00
06	FACEBOOK.COM	17M 46S	8.56
07	AMAZON.COM	11M 18S	10.22
08	TWITTER.COM	12M 34S	10.30
09	IMDB.COM	03M 40S	4.71
10	WIKIPEDIA.ORG	03M 39S	3.05

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	NETFLIX.COM	04M 46S	3.61
12	WHATSAPP.COM	03M 08S	1.18
13	FORTEBET.UG	21M 15S	3.20
14	JILI.UG	06M 46S	5.50
15	YAHOO.COM	05M 16S	4.88
16	LIVE.COM	05M 24S	5.56
17	FLUTTERWAVE.COM	07M 33S	5.01
18	NEWSLEXPOINT.COM	13M 45S	9.10
19	MICROSOFT.COM	04M 30S	3.35
20	REDDIT.COM	05M 45S	4.63

Digital

A SMALL PORTION OF THE POPULATION NETWORKS ONLINE





EAST AFRICA: ETHIOPIA AND RWANDA



Ethiopia: Country overview

AFRICA'S SECOND-MOST POPULPOUS COUNTRY



CAPITAL

Addis Ababa

REGION

Africa

GDP PER CAPITA, PPP

\$1,794

GDP

\$94 billion

POPULATION

114,233,566

AREA

1,100,000 SQ.KM

Amharic or Amharigna
is the official language
of Ethiopia.

In the last decade, Ethiopia
averaged an economic growth of
10%, making it the fastest-
growing economy in Africa.

The Ethiopian economy is
dominated by the agriculture
and services sectors, each
accounting for about 45 % of
GDP.

Rwanda: Country overview

HAS WITNESSES STEADY ECONOMIC RECOVERY



CAPITAL
Kigali

REGION
Africa

GDP PER CAPITA, PPP
\$2,280

GDP
\$27.4 billion

POPULATION
12,000,000

AREA
26,338 SQ.KM

The country saw good economic stimulation, averaging a growth rate of 7.76% between 2000-19.

Rwanda led the region in wealth growth, with 74 per cent rate of growth.

Rwanda is the 29th easiest place to do business in the world - the only low-income country (LIC) in the top 30.

Media Landscape

FOLLOW THE SAME TRENDS IN BOTH THE COUNTRIES

Radio is the most popular medium of news and entertainment

Most Eastern African countries have little or no freedom of press, media is usually owned by the government

Print has low penetration due to poverty and low literacy rates

International media has limited reach in these markets

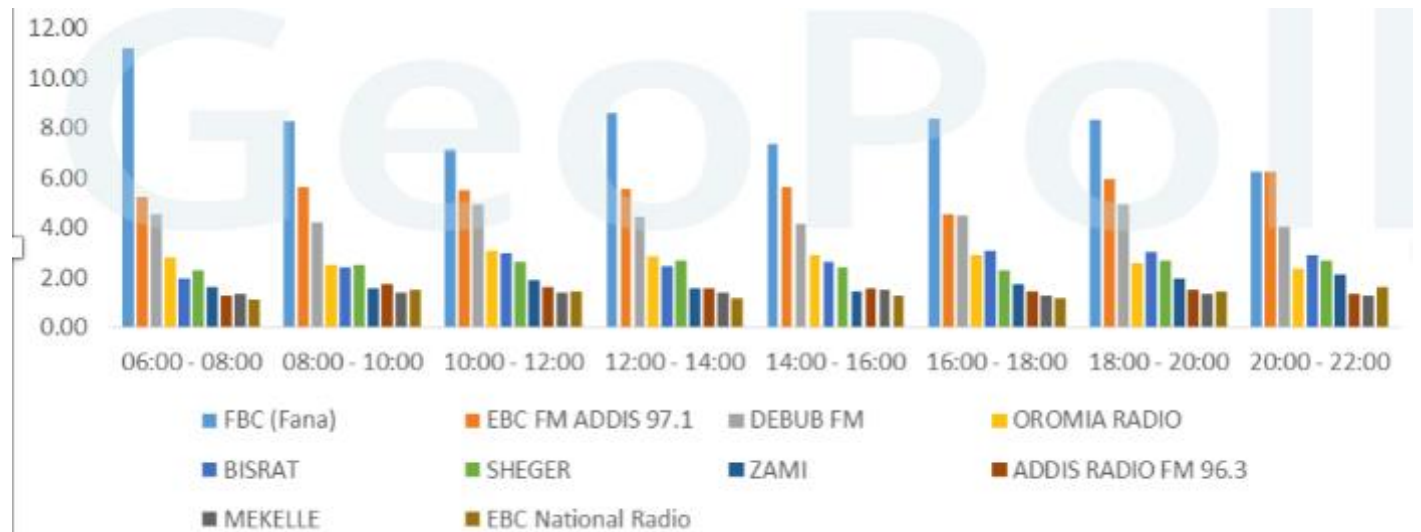
Radio in Ethiopia

HAS THE WIDEST REACH

Ethiopia Radio Audience Share

Station	Share
FBC (Fana)	22.3%
EBC FM ADDIS 97.1	15.1%
DEBUB FM	12.2%
OROMIA RADIO	7.5%
BISRAT	7.4%
SHEGER	6.9%
ZAMI	4.8%
ADDIS RADIO FM 96.3	4.1%
MEKELLE	3.7%
EBC National Radio	3.7%
Other	12.3%

Ethiopia Radio Ratings 2019

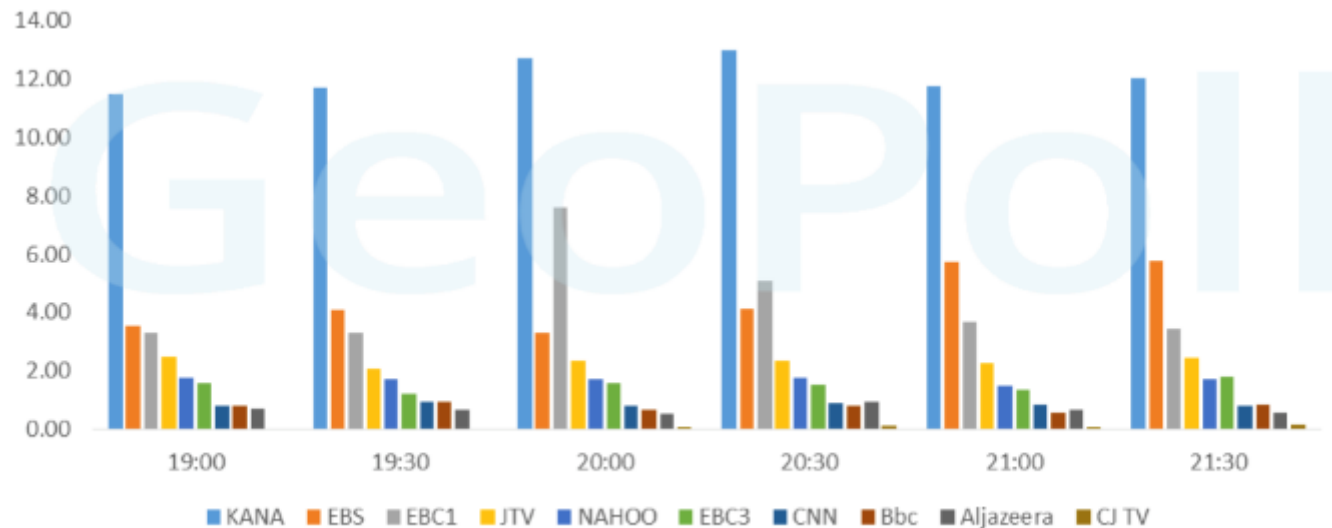


- Almost 80% of Ethiopia's population lives in rural areas, where radio is the most popular medium.
- Radio Fana is the country's most popular station, with the largest audience share.

TV in Ethiopia

A GOOD MIX OF LOCAL AND INTERNATIONAL STATIONS

Ethiopia TV Ratings During Peak Hours 2019



Ethiopia TV Audience Share 2019

Station	Share
KANA	32.5%
EBS	15.8%
EBC1	15.4%
JTV	10.0%
NAHOO	8.3%
EBC3	5.3%
CNN	3.6%
BBC	3.3%
Aljazeera	2.9%
CJ TV	0.3%
Other	2.6%

While local channels like Kana and EBS dominate audience share, international stations like CNN, Al Jazeera and BBC also have a presence in the television landscape.

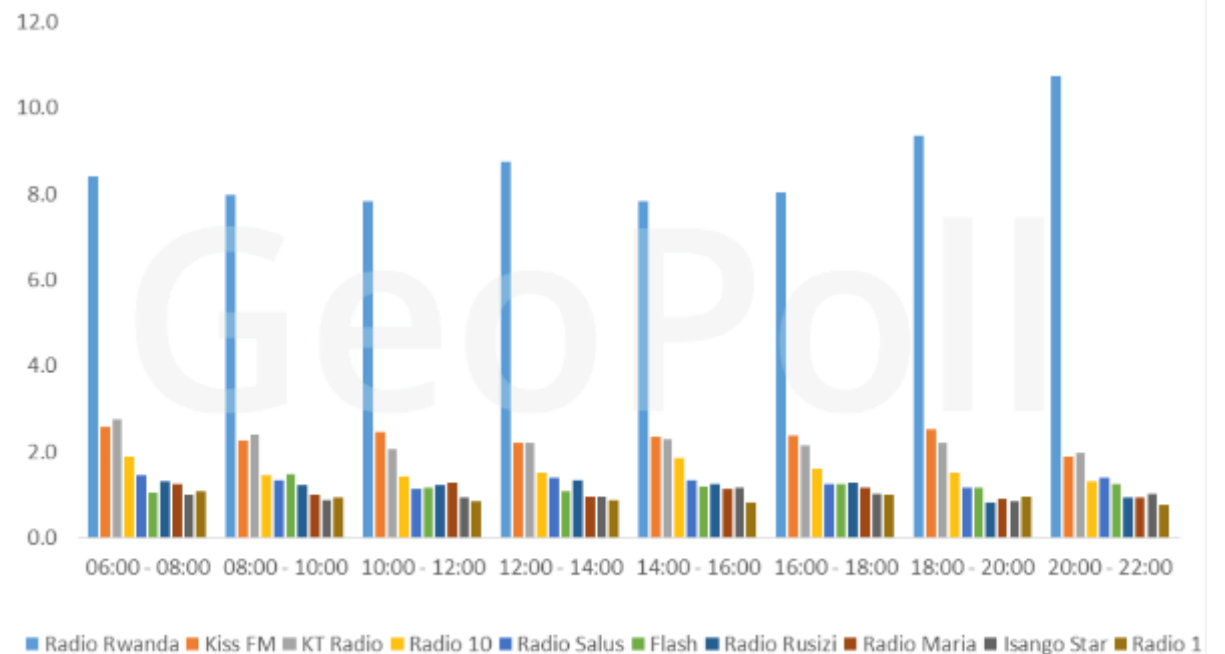
Radio in Rwanda

STATE RADIO REACHES THE LARGEST NUMBER OF PEOPLE

Radio Audience Share

Station	Share
Radio Rwanda	30%
Kiss FM	8%
KT Radio	8%
Radio 10	6%
Radio Salus	5%
Flash	4%
Radio Rusizi	4%
Radio Maria	4%
Isango Star	3%
Radio 1	3%
Others	25%

Rwanda Radio Ratings 2019



- Radio Rwanda, which is state-owned, broadcasts in English, French, Kinyarwanda and Swahili and has the largest audience share.

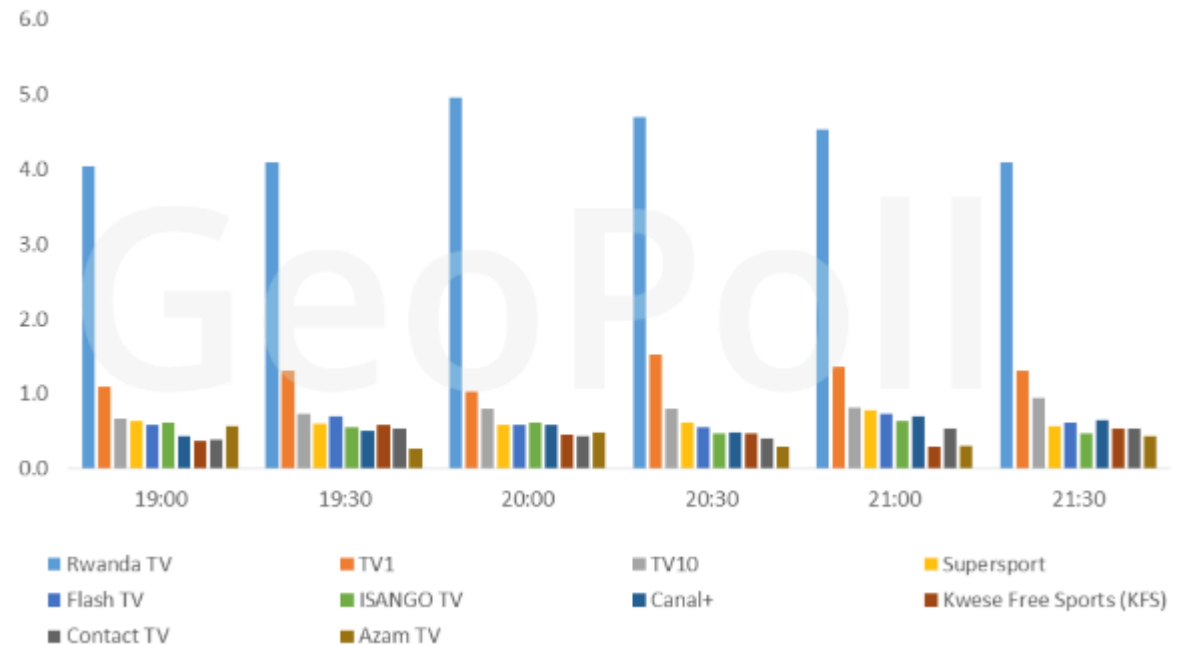
TV in Rwanda

TV IS A COMMODITY IN MIDDLE-CLASS URBAN HOUSEOLDS

TV Audience Share 2019

Station	Share
Rwanda TV	36%
TV1	11%
TV10	7%
Supersport	4%
Flash TV	4%
ISANGO TV	5%
Canal+	5%
Kwese Free Sports (KFS)	4%
Contact TV	4%
Azam TV	3%
Others	17%

Rwanda TV Ratings During Peak Hours



- Rawanada TV is operated by the state-owned Rawanda Broadcasting Agency and leads market share. It can be access through DSTV.

Print

TITLES IN ETHIOPIA

- Printed publications are popular and considered credible with the educated and affluent sections of urban society.
- **Popular titles in Ethiopia:**

Addis Zemen

Addis Zemen is an Amharic-language newspaper published in Ethiopia. It was launched in 1941 and is owned by the federal government. The newspaper was formed as a four-page weekly and became a daily broadsheet in 1946. It covers news, economics, current affairs, society, culture and sports. On Sunday's the newspapers content is focused on children and cultural activities in the country.

Capital

Capital also known as Capital Ethiopia is an English-language weekly business newspaper published in Ethiopia. It was launched in 1998 and is owned by Crown Publishing Plc. It covers news, politics, economy and business; it also has opinions and special segments like the historian corner, sports commentary, cartoons, etc. It promotes ideological changes and development among the civil society for the betterment of the country. The newspaper reaches local business community, non-governmental organizations, international organizations, academics and individuals.



Print

Addis Fortune

Addis Fortune also known as Fortune is a private and independent newspaper based in Addis Ababa, Ethiopia. It is one of the largest circulating weekly in in the country. It covers news, politics, business, economy and entertainment. It also covers opinions, features, news analysis, commentary and viewpoints of key people in the society. It is read by mature urban businessmen and professionals in the age group of 25 to 45 years.



Ethiopian Herald

Ethiopian Herald is an English-language government run daily newspaper published in Ethiopia. It covers news on economy, politics, government policies, business, and entertainment. It also covers interviews of key people in the country. It is read by urban and semi-urban population in the age group of 20 to 40 years.



Print

The Daily Monitor

The Daily Monitor is a privately owned daily newspaper published in Ethiopia. It was launched in 1993 and is published in English. The newspaper usually consists of 13 to 16 pages which feature news, politics, economy, society and entertainment. It is read by a niche English speaking audience in the age group of 20 to 40 years.



Addis Admass

Capital also known as Capital Ethiopia is an English-language Addis Admass is an Amharic-language daily newspaper published in Ethiopia. It is owned and operated by a private company known as Admas Advertising Plc. It is published once a week and normally consists of 32 pages. It covers local and national news and events with a focus on business, politics and economy. It also covers news highlights of international countries. It is popular in urban and semi-urban areas.



Print

The Reporter

Ethiopian Reporter, also known as The Reporter, is a private newspaper published in Addis Ababa, Ethiopia. It was launched in 1991 and is owned by the Media Communications Centre. It appears in both English and Amharic and reaches a wide audience in the age group of 20 to 45 years. It covers news on politics, business, economy, current affairs, sports, lifestyle, arts, and society. It also covers interviews, opinions and in-depth analysis of key people in the society.



Digital in Ethiopia

INTERNET USERS IN ETHIOPIA INCREASED BY 2.5 PERCENT BETWEEN 2021 AND 2022

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



119.3
MILLION

URBANISATION

22.7%

CELLULAR MOBILE
CONNECTIONS



58.54
MILLION

vs. POPULATION

49.1%

INTERNET
USERS



29.83
MILLION

vs. POPULATION

25.0%

ACTIVE SOCIAL
MEDIA USERS



6.35
MILLION

vs. POPULATION

5.3%



Digital in Ethiopia

THEY SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC



#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	YAHOO.COM	05M 16S	4.88
04	WIKIPEDIA.ORG	03M 39S	3.05
05	RESEARCHGATE.NET	02M 24S	2.12
06	GOOGLE.COM.ET	03M 53S	5.70
07	ETHIOJOBS.NET	10M 53S	6.10
08	SAVEFROM.NET	02M 25S	1.39
09	FACEBOOK.COM	17M 46S	8.56
10	NIH.GOV	03M 25S	3.16

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	SCIENCEDIRECT.COM	02M 23S	2.05
12	AMAZON.COM	11M 18S	10.22
13	TIKTOK.COM	08M 16S	9.66
14	BIOMEDCENTRAL.COM	02M 21S	1.70
15	BONGACAMS.COM	03M 20S	1.80
16	TELEGRAM.ORG	05M 58S	2.84
17	MICROSOFT.COM	04M 30S	3.35
18	BETIKA.COM	04M 13S	2.00
19	COURSERA.ORG	10M 36S	8.10
20	ACADEMIA.EDU	02M 15S	1.88

Digital in Ethiopia

SOCIAL MEDIA USERS AT THE START OF 2022 WAS EQUIVALENT TO 5.3% OF THE TOTAL POPULATION

FEB
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



6.35
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



5.3%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



8.1%

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



[N/A]
[BASE REVISION]

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



34.1%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



65.9%

Digital in Rwanda

INTERNET USERS IN RWANDA INCREASED BY 3.7 PERCENT BETWEEN 2021 AND 2022

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



13.44
MILLION

URBANISATION

17.8%

CELLULAR MOBILE
CONNECTIONS



10.57
MILLION

vs. POPULATION

78.7%

INTERNET
USERS



3.54
MILLION

vs. POPULATION

26.3%

ACTIVE SOCIAL
MEDIA USERS



927.5
THOUSAND

vs. POPULATION

6.9%



Digital in Rwanda

SOCIAL MEDIA USERS IN RWANDA INCREASED BY 9.1 PERCENT BETWEEN 2021 AND 2022

FEB
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



927.5
THOUSAND

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



6.9%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



10.5%

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+9.1%
+78 THOUSAND

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



36.8%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



63.2%

KENYA



Kenya: Country overview

BOOMING TOURISM INDUSTRY SUPPORTS ECONOMY



CAPITAL
Nairobi

REGION
Africa

GDP PER CAPITA, PPP
\$3,705

GDP
\$87.9 billion

POPULATION
51,393,010

AREA
580,367 SQ.KM

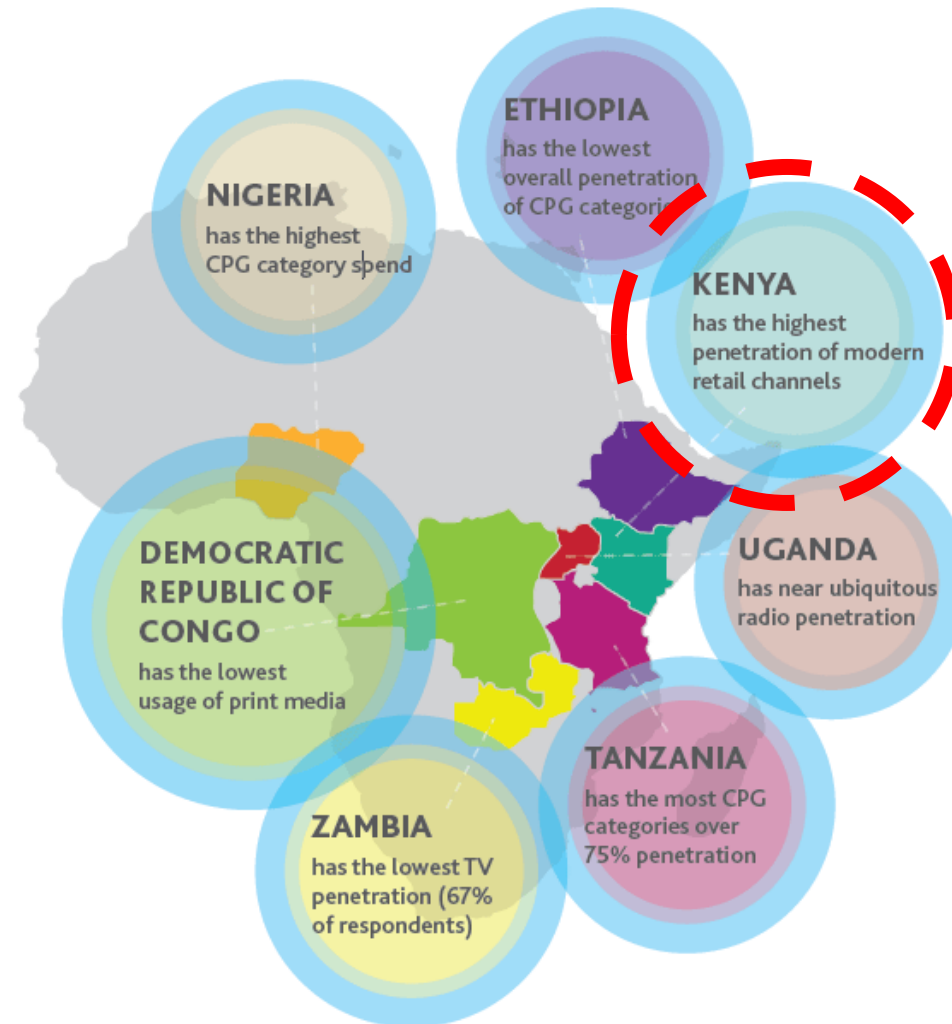
The country saw good economic stimulation, averaging a growth rate of 7.76% between 2000-19.

Agriculture is a major employer and the country traditionally exports tea and coffee, and more recently fresh flowers to Europe.

Kenya's services sector, which contributes about 63 percent of GDP, is dominated by tourism.

Media overview

MEDIA PENETRATION IN EAST AFRICA

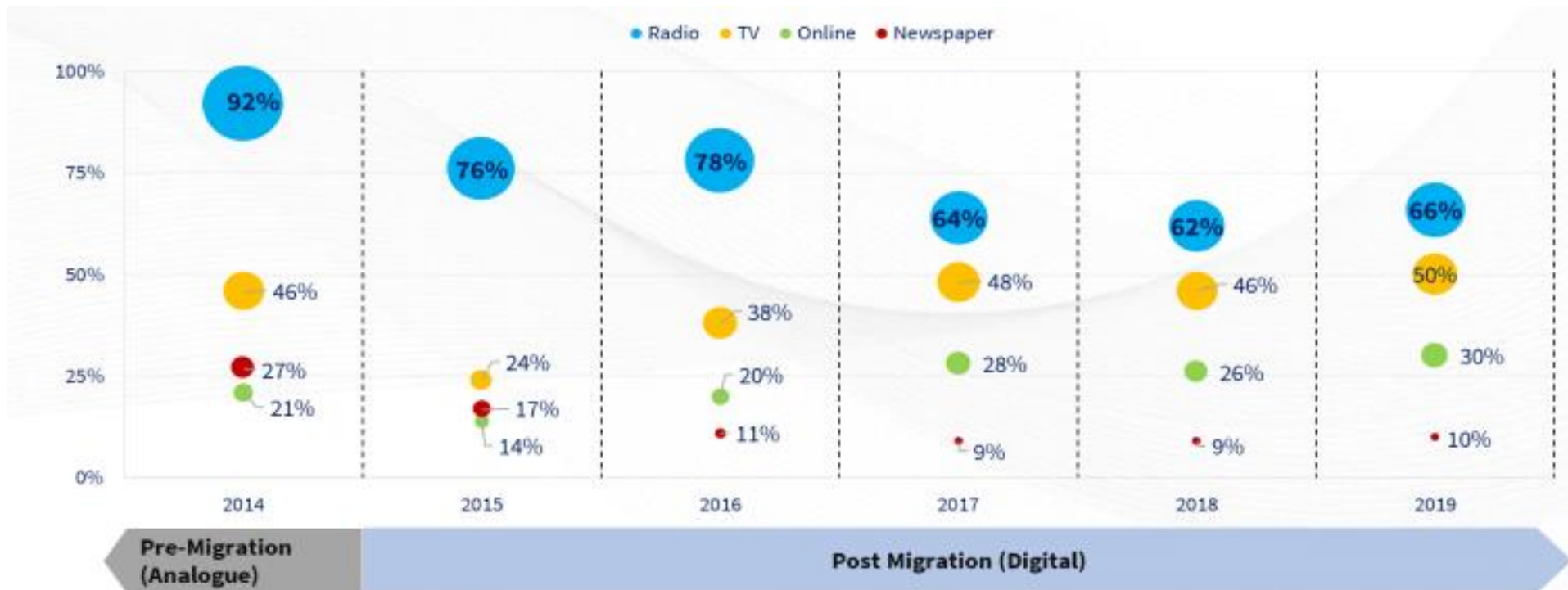


Source: Nielsen Emerging Market Insights based on average of urban and peri-urban consumers in seven countries studied: (Nigeria, Ethiopia, Uganda, Kenya, Tanzania, Zambia and the Democratic Republic of Congo)

Media consumption in Kenya over the years

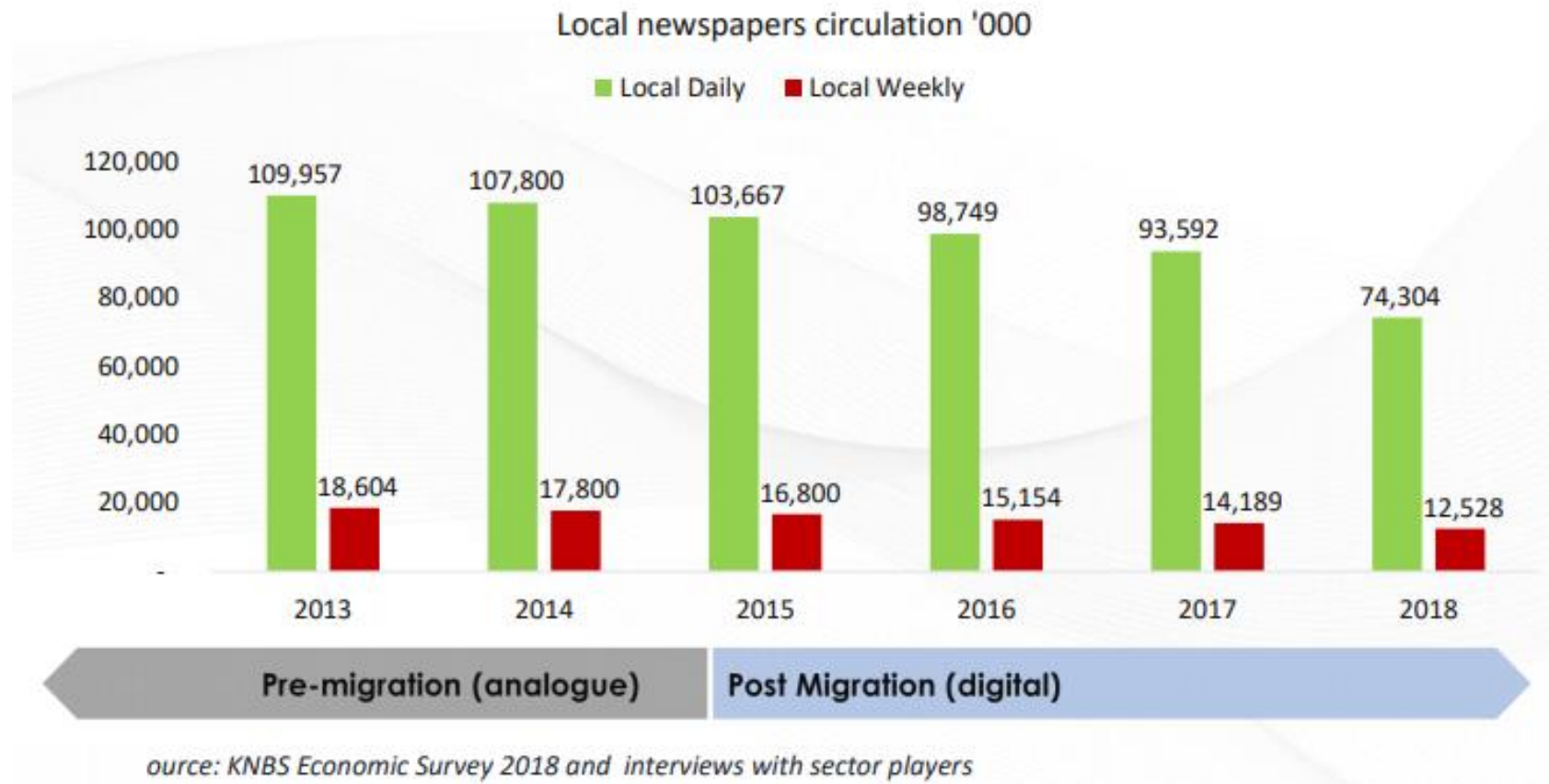
TRADITIONAL MEDIA LEADS THE WAY

- While **radio** has declined in popularity, it is still the **most consumed media in Kenya**.
- **Television** consumption has been witnessing **healthy growth** after a steep decline between 2014-15 owing to a shift of investments to digital.
- While the consumption of **print** is on a decline, it has **steadied** over the past 3 years.
- Kenya is developing a **growing appetite for digital media**.



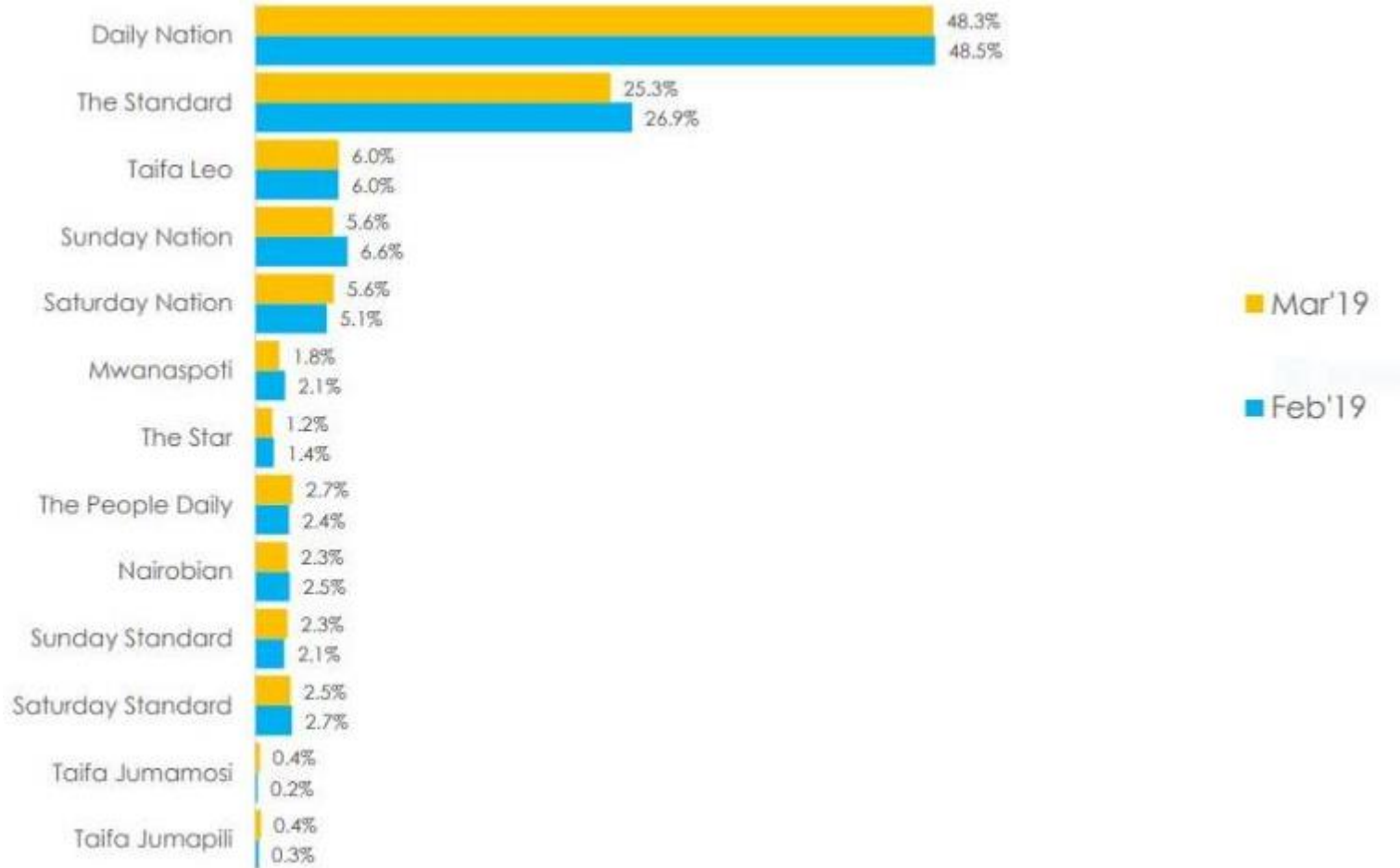
Source: KARF

LOCAL DAILIES RECORDED A 33% DECLINE IN CIRCULATION BETWEEN 2013 AND 2018



Print

TOP PRINT TITLES



Two thirds of weekly newspaper readers do not purchase their own copy; they rely on a copy from a household member or from the office. Key sections of interest in newspapers are local news, sports and international news.

Print

NATIONAL DAILIES

Business Daily

Circulation: 190,000

Frequency: Daily

The Business Daily is a premium newspaper launched in March 2007 that features business news and analysis for the Kenyan market. It is published Monday to Friday and distribution is currently mostly at Nairobi. The paper enjoys a high readership over the internet among Kenyan national dailies.



Sunday Times

Circulation: 220,857

Frequency: Weekly

The Sunday Times is South Africa's biggest-selling weekly newspaper. Besides recommending how to unwind and relax on a weekend, the newspaper assures readers stay informed on world events, politics, regional news and their favorite interests.



The Times

Circulation: 142,383

Frequency: Daily

A popular South African daily newspaper, The Times is tabloid in size and is South Africa's first interactive newspaper which publishes in tandem with the website www.thetimes.co.za. The title harbors a passive readership audience with most readers reported to enjoy reading newspapers and watching sports while relaxing on a weekend. The primary national choice for upper middle class South African readers, The Times is an international format coupled with local content.



Print

NATIONAL DAILIES

Daily Nation

Circulation: 257,000

Frequency: Daily

The Daily Nation is the leading paper in East and Central Africa both in editorial, circulation and readership. This feat has been achieved over the years through authoritative publication based on truth, reliability, respectability and independence.



The Standard

Circulation: 53,000

Frequency: Daily

The Standard is one of the leading circulating papers in Kenya, with various daily and weekly publications namely; The Standard, The Saturday Standard and The Sunday Standard. Positioned as 'Kenya's Bold Newspaper', the publication has a long heritage since its inception in 1902. The County Weekly, is an exclusive publication highlighting County specific news in Kenya.



East African

Circulation: 1,223,000

Frequency: Weekly

The East African is a regional weekly publication with a focus on economic and political issues affecting the East African region. It is published on Sunday and sold mainly in Kenya, followed by Uganda and Tanzania.



Print

NATIONAL DAILIES

Taifa Leo

Circulation: 165,000

Frequency: Daily

Taifa Leo is the only Kiswahili daily newspaper in Kenya. The paper was launched in 1958 as a paper for the ordinary Kenyan in Kiswahili. In January this year, it was re-launched to offer entertainment and up to date news analysis, business news, features and sports, among others.



Print

BUSINESS

African Business

Circulation: 26,015

Frequency: Monthly

A bestselling pan-African business title, the magazine features business and financial reports to top management professionals. This monthly is also distributed at executive lounges of different international airlines and most 5 star hotels in Africa besides newsstands. African Business also manages controlled circulation directed at senior managers and state decision-makers.



African Banker

Circulation: 20,000

Frequency: Monthly

A monthly guide for finance executives, investors and key players of the banking industry, African Banker is distributed across African desks of international banks, major local banks, investment firms, insurance companies and brokers. The title enjoys a readership of more than 150,000 and can also be found at important economic events.



CIO East Africa

Circulation: N/A

Frequency: Monthly

CIO East Africa presents a combination of the best in technology and business. Aimed at tech-savvy middle class workers, the magazine analyses mobile industries, gadget reviews, telecommunication, features interviews with top executives from IT firms and showcases the latest innovations.



Print

BUSINESS

Forbes Africa

Circulation: 18,211

Frequency: Monthly

Forbes Africa addresses a steadily climbing African economy. The local rendition of an internationally recognized business monthly, Forbes Africa caters to a growing class of wealthy and powerful consumers on the continent.

Homes Kenya

Circulation: 20,000

Frequency: Bimonthly

An assimilation of the best property in town coupled with interior décor ideas and travel options, Homes Kenya is a complete package for real estate agents, developers, architects and property groups. Handling a readership of over 200,000 the magazine targets educated Kenyans with expendable income.

New African

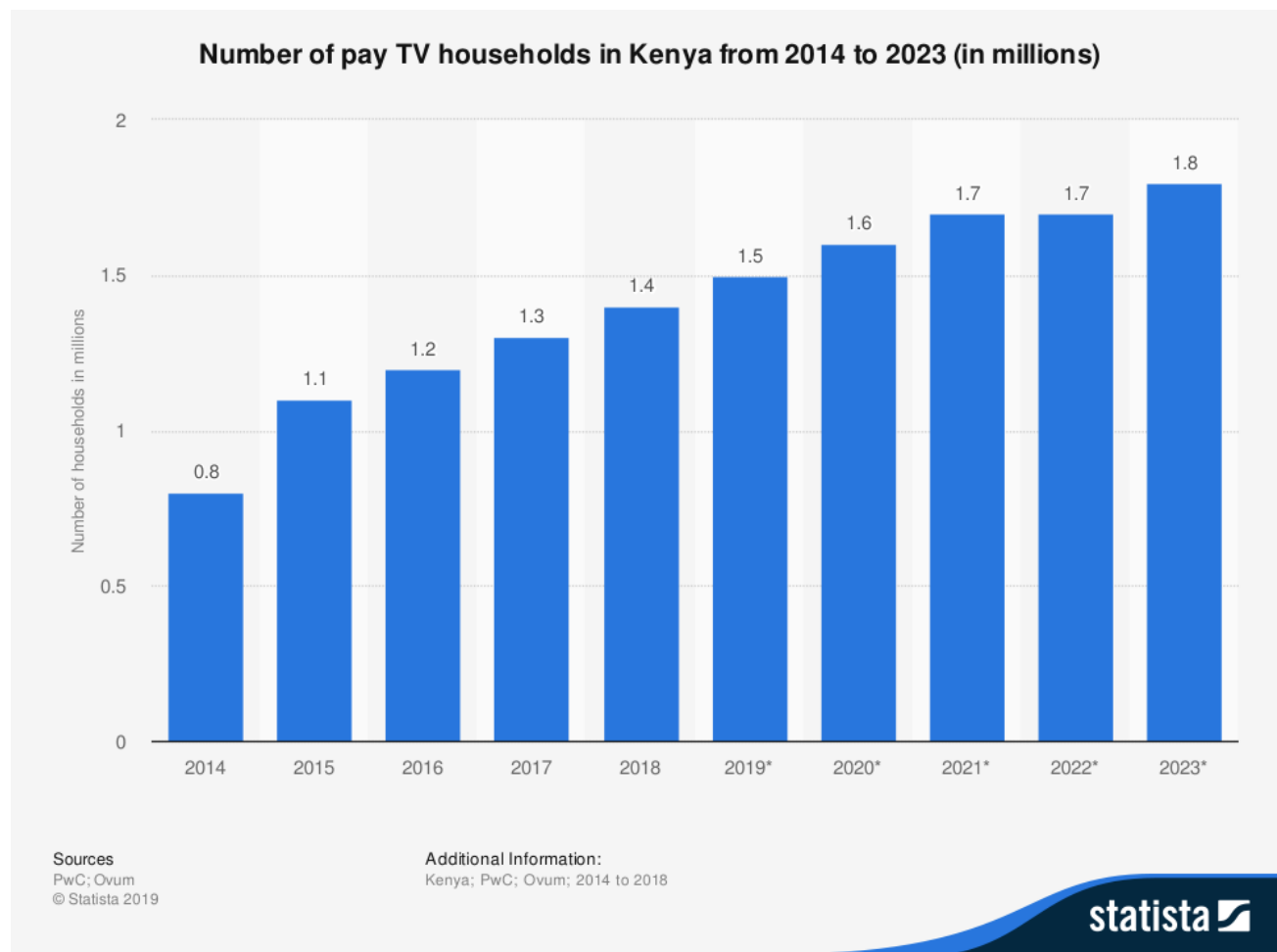
Circulation: 55,000

Frequency: Monthly

New African brings an African perspective to international reporting on the continent. The readers of New African are diverse and range from students and tomorrow's leaders who want to gain a better understanding of the most important issues affecting the African continent. New African also engages in strategic partnerships with among others the World Economic Forum, Commonwealth Business Council, Corporate Council on Africa, World Bank, the UN, World Petroleum Congress etc.



THE POPULARITY OF PAY TV HAS BEEN ON A CONSTANT RISE



Top TV Channels in Kenya

Q1-2022

iGeoPoll

Stations	Share
Citizen TV	24.03%
NTV	9.46%
KTN	8.78%
KTN News	7.92%
K24	7.01%
Maisha Magic East	6.11%
Inooro TV	4.82%
KBC	4.26%
Al jazeera*	3.84%
Kiss TV	3.39%
Others	20.38%

TV

TOP TV CHANNELS

KTV Kenya Television Network (KTN) is a commercial television station headquartered in Nairobi. KTN is the second main TV station. In 1990 it was the first TV station in Kenya to break the KBC's monopoly. In the first period, KTN's specialty was 'activism journalism'. It developed its own aggressive and sophisticated news style



Citizen TV is owned by Royal Media, a multimedia house which also owns 8 radio stations, most of them local but together covering the bulk of Kenya. Citizen TV began broadcasting in 1998. It broadcasts both current affairs programs and entertainment.



Nation TV (Channel 42) is owned by the Nation Media Group, Kenya's largest media corporation which also owns the newspaper Daily Nation and the radio station 96.4 Nation FM.



The **Kenya Broadcasting Corporation (KBC)** is the largest broadcasting organization in Kenya, the only service with nationwide coverage and is owned by the government. It is a public broadcaster and is run semi-autonomously. The national broadcaster KBC airs KBC Channel 1, Pay Television Channel 2 and the entertainment channel, Metro Television Channel 31.



East Africa Television (EATV) is a youth channel, that broadcasts in Tanzania, Kenya & Uganda. With content such as talk shows, live shows, movies & interactive programming, EATV seeks to expose East African viewers to progressive entertainment, making the station popular among 18-35 year olds.



Radio

POPULAR RADIO STATIONS

Top Radio Stations in Kenya Q1-2022



Stations	Share
Radio Citizen	10.19%
Jambo	8.69%
Classic 105*	7.26%
Radio Maisha	7.23%
Kiss FM	6.86%
Milele FM	6.43%
NRG Radio	3.46%
Inooro	2.89%
Kameme	2.88%
Hot 96	2.80%
Others	41.3%

Digital

INTERNET USERS IN KENYA INCREASED BY 7.4 PERCENT BETWEEN 2021 AND 2022

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



55.60
MILLION

URBANISATION

29.0%

CELLULAR MOBILE
CONNECTIONS



63.48
MILLION

vs. POPULATION

114.2%

INTERNET
USERS



23.35
MILLION

vs. POPULATION

42.0%

ACTIVE SOCIAL
MEDIA USERS



11.75
MILLION

vs. POPULATION

21.1%

Digital

GOOGLE IS THE MOST VISITED WEBSITE

FEB
2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

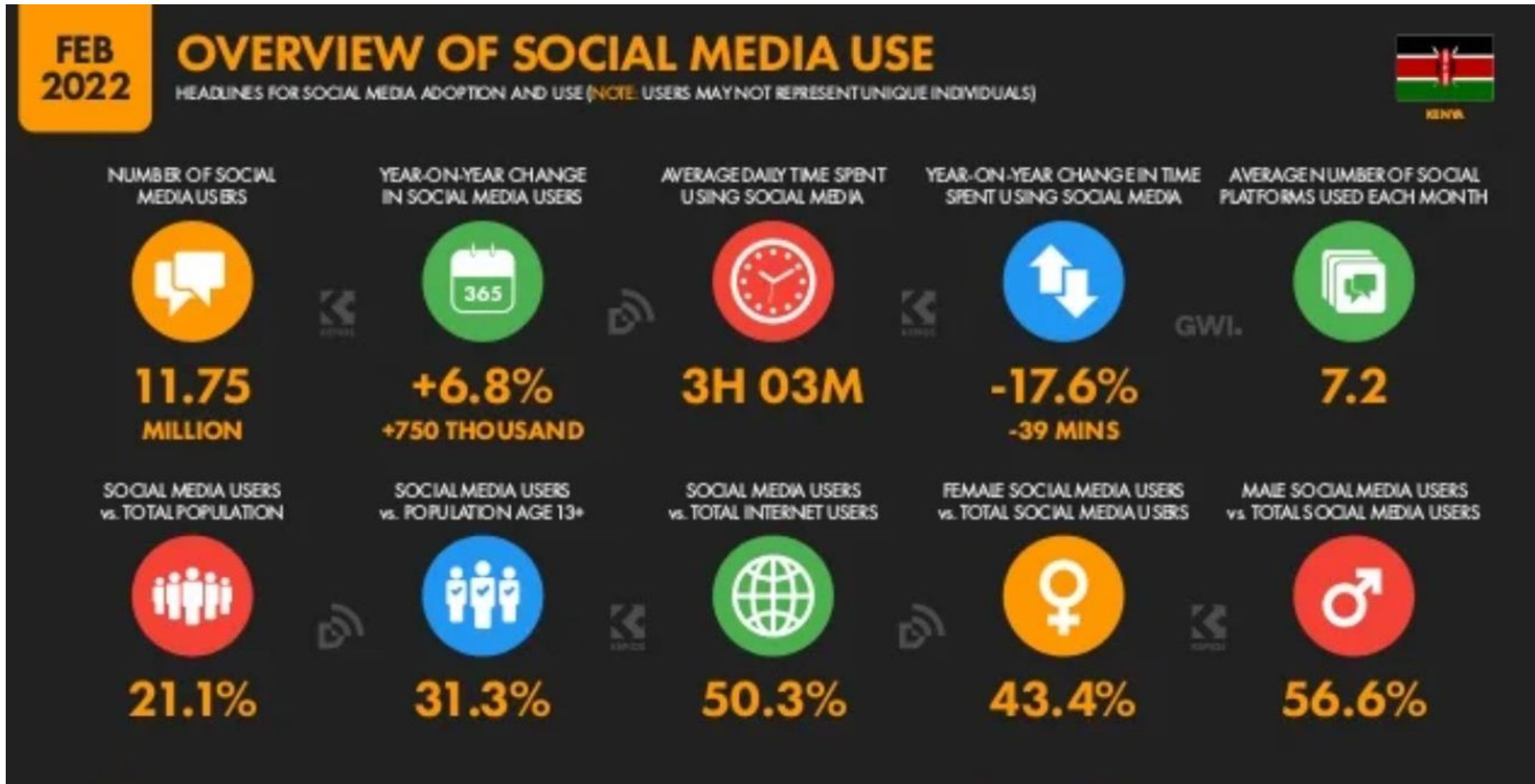


#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	90.2M	10.2M	20M 16S	5.50
02	FACEBOOK.COM	33.3M	6.11M	18M 53S	5.29
03	BETIKA.COM	23.4M	3.09M	6M 51S	19.94
04	YOUTUBE.COM	21.6M	4.59M	7M 01S	3.80
05	ESKIMI.COM	10.2M	5.86M	18M 39S	3.39
06	WRITEDOM.COM	9.85M	321K	13M 27S	25.68
07	TWITTER.COM	9.67M	3.06M	15M 30S	5.42
08	WIKIPEDIA.ORG	7.87M	2.77M	11M 34S	1.90
09	STANDARDMEDIA.CO.KE	7.85M	2.19M	15M 48S	2.46
10	KENYANS.CO.KE	7.20M	1.91M	10M 46S	2.16

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	INSTAGRAM.COM	7.01M	2.33M	16M 06S	7.51
12	XVIDEOS.COM	6.97M	1.46M	21M 44S	9.85
13	ODIBETS.COM	5.71M	933K	6M 44S	22.68
14	JULCO.KE	5.70M	2.47M	15M 24S	4.90
15	BIT.LY	5.36M	1.78M	21M 34S	1.23
16	JUMIA.CO.KE	4.94M	1.94M	14M 10S	6.33
17	NATION.CO.KE	4.74M	1.10M	9M 23S	2.29
18	THE-STAR.CO.KE	4.19M	1.39M	9M 28S	2.11
19	XNXX.COM	3.83M	966K	21M 29S	9.15
20	LINKEDIN.COM	3.60M	1.47M	9M 45S	4.35

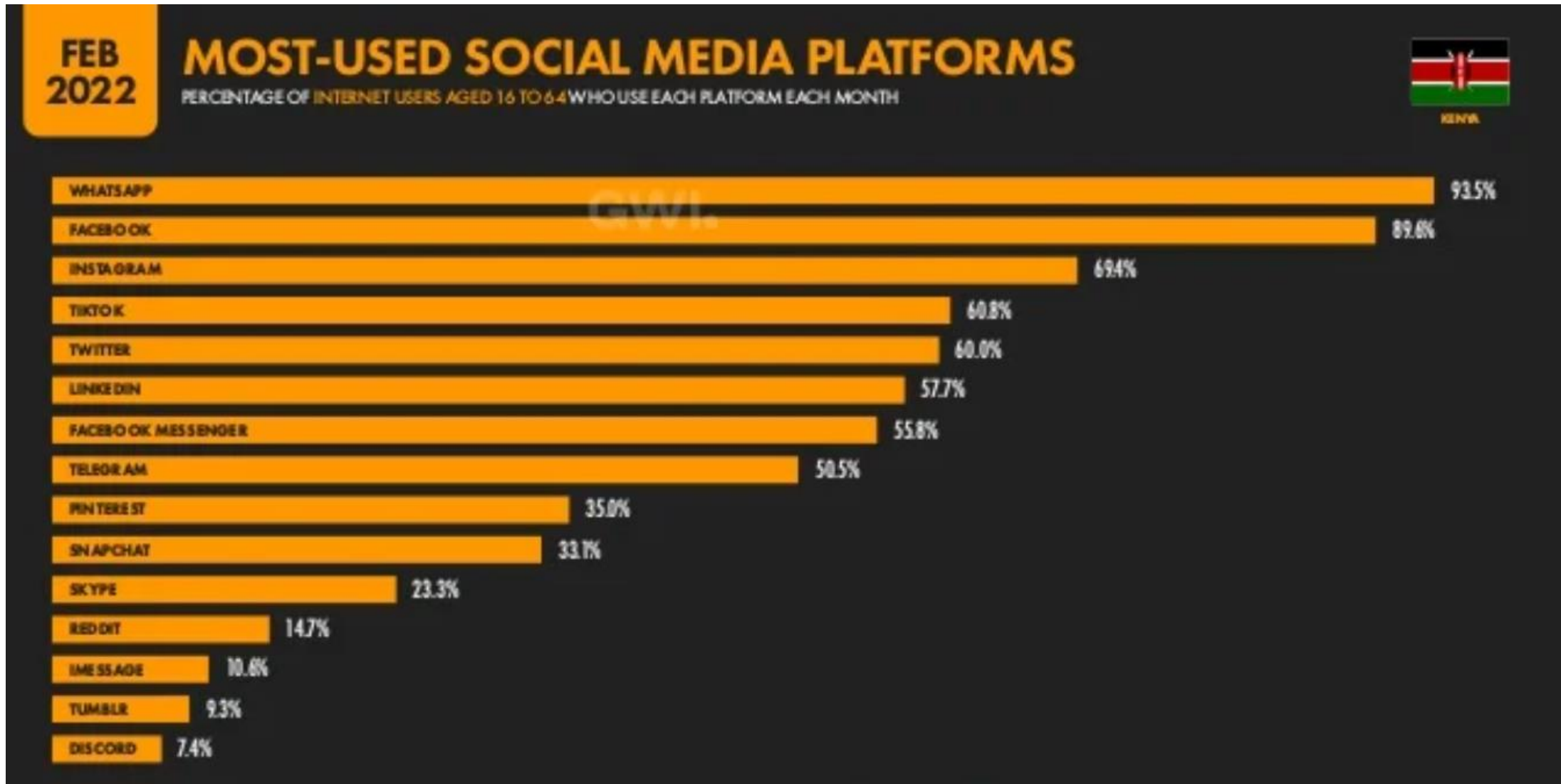
Digital

SOCIAL MEDIA USERS IN KENYA INCREASED BY 6.8 PERCENT BETWEEN 2021 AND 2022



Digital

WHATSAPP IS THE MOST-USED SOCIAL MEDIA PLATFORM



Digital

NEWS WEBSITES

The Times

www.timeslive.co.za

An interactive arm for South Africa's national daily, The Times live publishes news on-the-go ranging from world economy, finances, technology, entertainment to sport and food.

Page Impressions: 7,096,057

Unique Users: 942,315 p/m



News24

www.kenya.news24.com

News24 is Southern Africa and Africa's premier online news resource, with round-the-clock coverage for gathering local and international news as it happens, when it happens.

Page Impressions: 45,462,098

Unique Users: 3,141,034 p/m



GHANA



Ghana: Country overview

GOLD RESERVES MAKE IT A LEADING AFRICAN ECONOMY



CAPITAL
Accra

REGION
Africa

GDP PER CAPITA, PPP
\$6,492

GDP
\$65.6 billion

POPULATION
29,767,108

AREA
238,533 SQ.KM

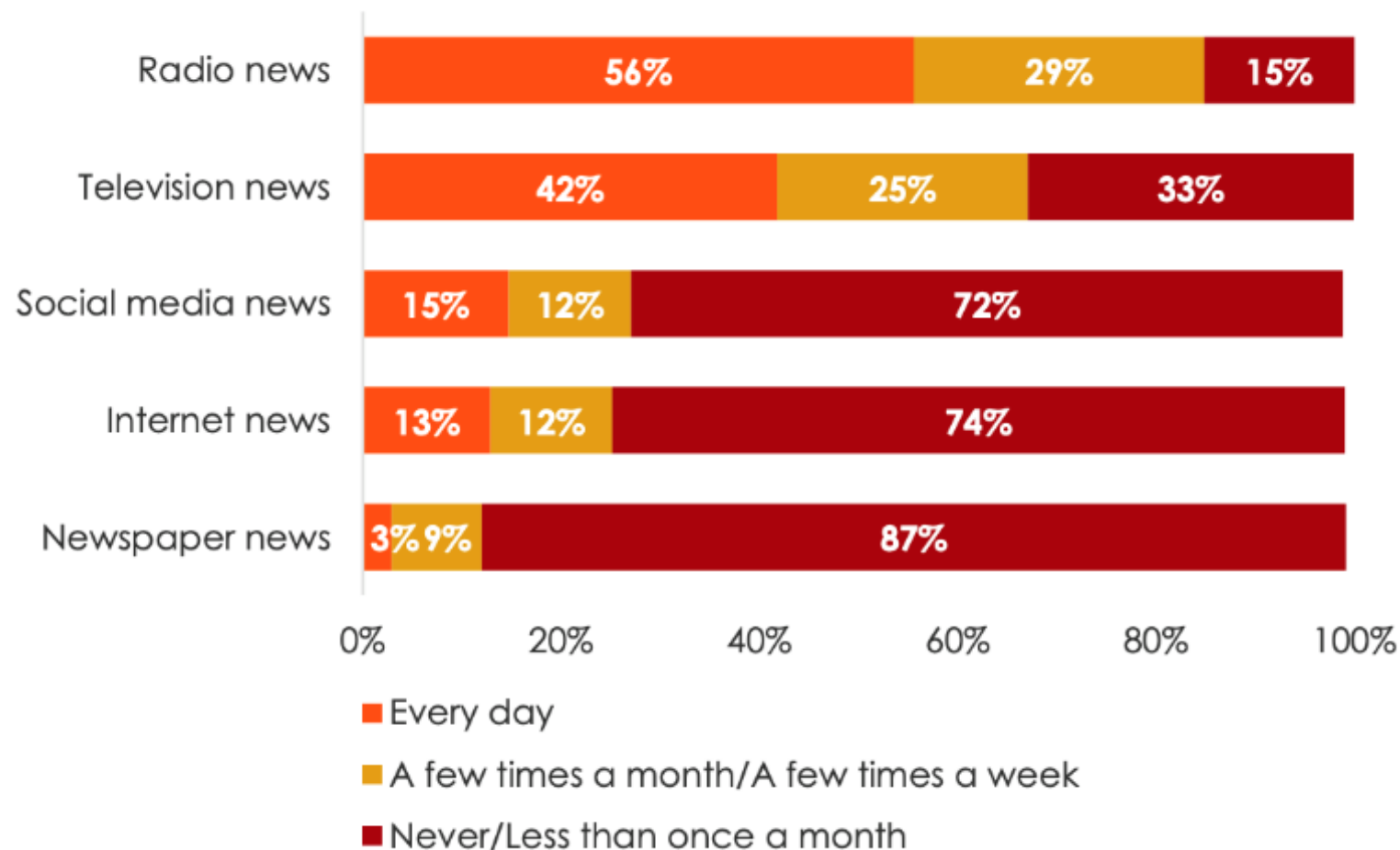
Ghana is a multilingual country in which about eighty languages are spoken. English is the official language of Ghana.

Around 29% of the population is under the age of 15, while those aged 15-64 make up 58% of population.

About half of Ghana's population lives rurally, where agriculture is the main employer.

Media consumption

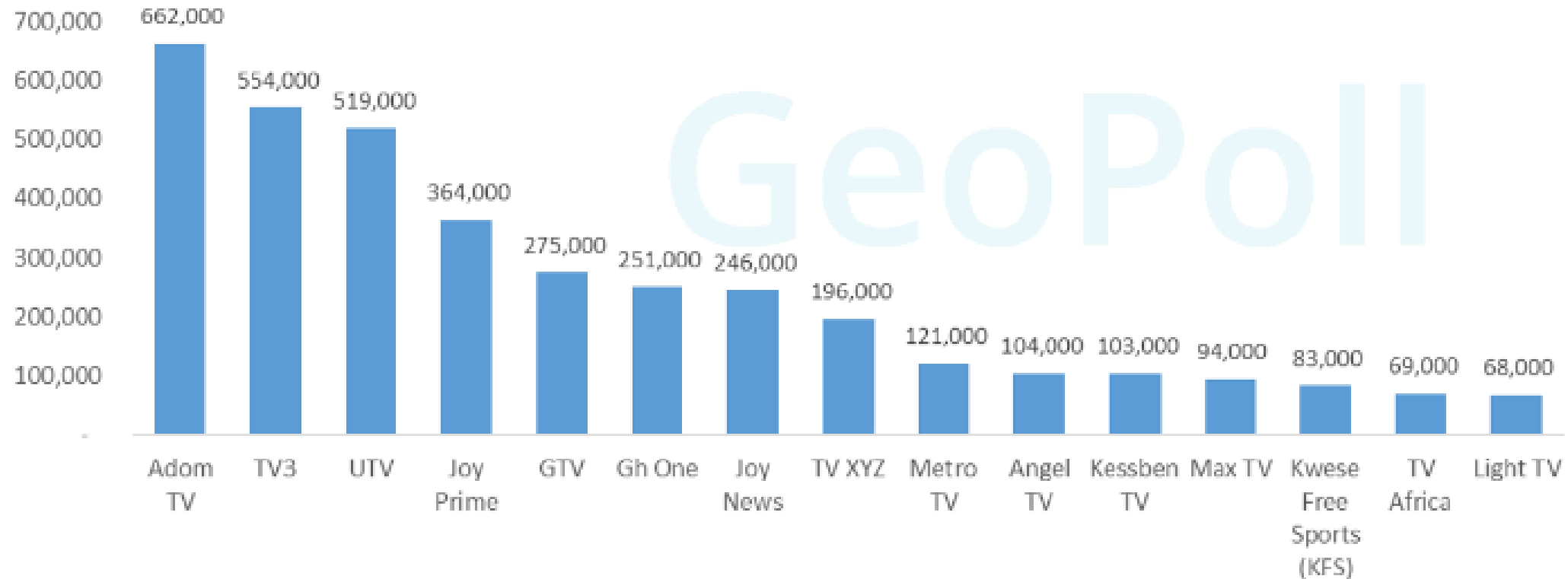
RADIO AND TELEVISION ARE THE MOST POPULAR



A majority of Ghanaians say they trust information from public media (60%), government sources (58%), and private media (57%) at least "somewhat."

Fewer trust information from social media sources (43%).

Top TV Stations in Ghana



Adom TV was the leading station with 662,000 average viewers. It was followed by TV3 and UTV to close out the top three. Joy Prime sits fourth at 364,000 average viewers.

TV

Ghana Broadcasting Corporation (GBC)

The Ghana Broadcasting Corporation is the public broadcaster in Ghana. The broadcast is headquartered in Accra, Ghana. It is funded by broadcasting television commercials and the levying of a television license. GBC operates across Ghana, and runs 5 digital channels namely, GTV Sports, GBC 24 news channel, GTV life, GTV Govern.



TV3

TV3 Network Limited is a private, free to air television broadcaster in Ghana. TV3 Ghana airs and produces a variety of television programmes including acclaimed news bulletins, dramas and successful reality television and entertainment shows.



Adom TV

Adom Tv promotes culture, tradition, politics, local movies and local news. Adom TV is the ultimate station brings to you the latest in news that impacts Ghanaian locally and internationally.



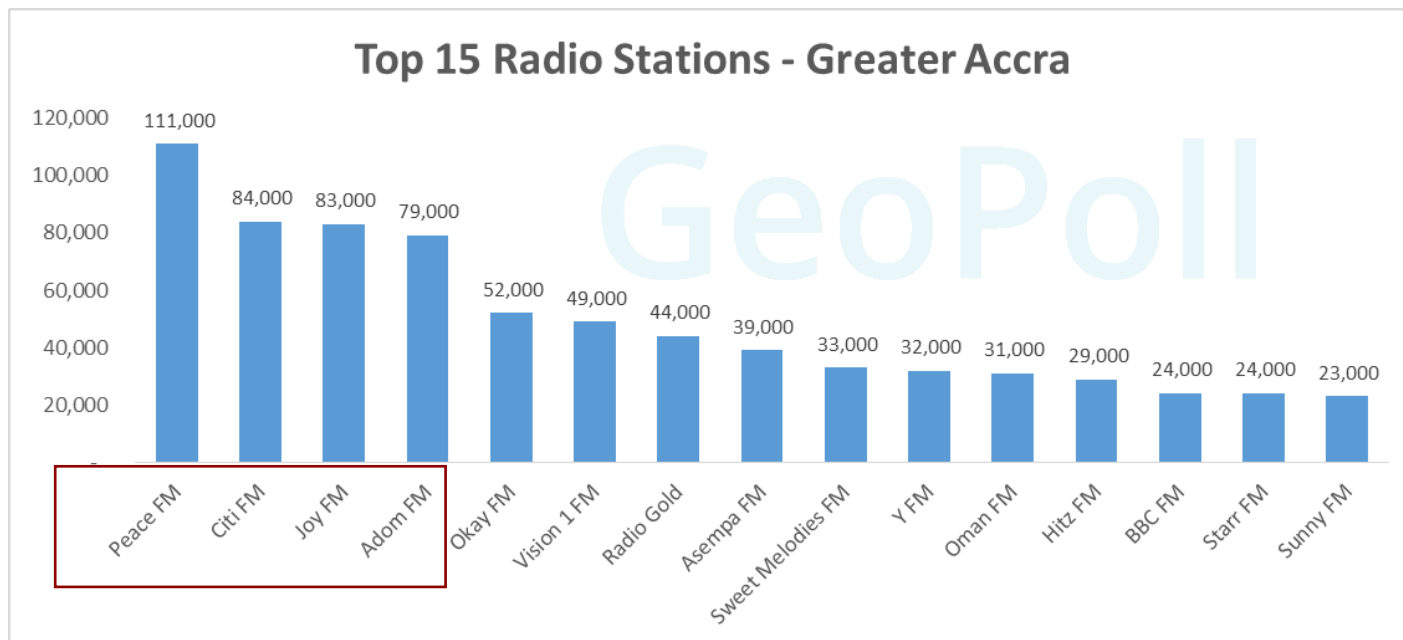
UTV Ghana

United Television Ghana is a private, free-to-air television broadcaster in Ghana. It was launched in 2013 by The Despite Group Companies. UTV Ghana airs and produces a variety of television programmes including news bulletins, drama and successful Telenovela, films and other entertainment.



Radio

Peace FM, City FM and Joy FM are leaders in this medium



GeoPoll: Top Morning Radio Shows 2018
Greater Accra, Ghana

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Peace	Kolorokoo	6am - 11am	3.6
2	Citi	Citi Breakfast Show	6:25am - 10am	3.4
3	Joy	Super Morning Show	6am - 10am	3.1
4	Adom	Dwasa Nsem	6am - 10am	2.4
4	Radio Gold	Gold Power Drive	6am - 10am	2.4
6	Vision 1	Ghana BeYe Ye	9am - 2pm	2.2
7	Starr	Morning Star	6am - 10am	1.7
8	Okay	Ade Akye Abia	6am - 10am	1.4
8	Sweet Melodies	What's going on	7am - 9am	1.4
10	Asempa	Ultimate Sports Show	6am - 10am	1.3

GeoPoll: Top Drive Time Radio Shows 2018
Greater Accra, Ghana

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Peace	Ekwanso Brebre	3pm - 6pm	3.1
2	Joy	Drive Time	2pm - 6pm	2.9
3	Citi	Traffic Avenue	2pm - 5:30pm	2.8
4	Adom	Ofekwanso	3pm - 6pm	2.2
5	Radio Gold	Agro	6pm - 10pm	2.0
6	Starr	Starr Drive	2pm - 5pm	1.7
6	Vision 1	Maburabo Show	3pm - 6pm	1.7
8	Okay	Ekwanso jejoo	2pm - 5:00pm	1.4
9	Asempa	Ecosisen	2pm - 5:00pm	1.3
9	Sweet Melodies	Melody Drive	2pm - 5:00pm	1.3
9	YFM	Drive of Ur Lyfe	3pm - 7pm	1.3

Radio

Peace FM

Peace FM is Ghana's leader in news and information delivery. It offers its viewing audience a one-stop shop for easy access to information. It offers its audience with a comprehensive online source for up-to-the minute news, politics, business, entertainment and other issues affecting the African continent.



Citi FM

Citi FM is a privately owned radio station in Accra, the capital of Ghana. Owned by Omni Media Limited and runs the station.



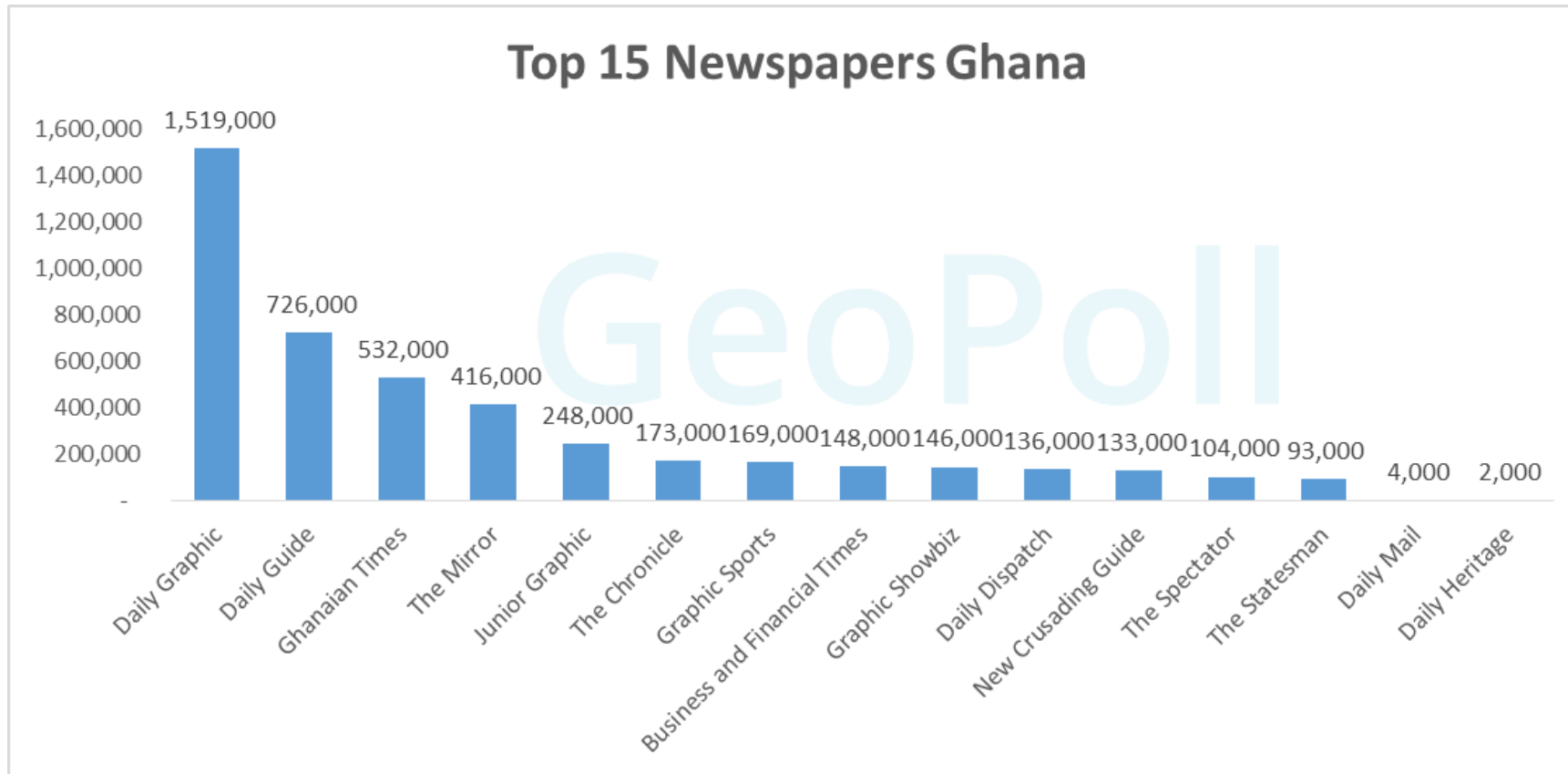
Joy FM

Joy FM is a privately owned radio station in Accra, the capital of Ghana. The station is owned and run by the media group company Multimedia Group Limited. The radio station covers a range of things from entertainment, lifestyle, sports, business, politics and news.



Print

Daily graphic has one of the highest reach across all mediums



Daily Graphic was the most popular daily newspaper, at 1.5 million readers per day, followed by the Daily Guide at 726,000, and the Ghanaian Times in third at 532,000.

Print

The Ghanaian Chronicle

Circulations: 45,000

Frequency: Daily

The Ghanaian Chronicle is an English language daily newspaper published from Accra, Ghana. The newspaper is privately owned and has a circulation of 45,000 copies making it the biggest private newspaper in Ghana.



Ghanaian Times

Circulation: 80,000

Frequency: Six times a week

The Ghanaian Times is a government-owned daily newspaper published in Accra, Ghana. The newspaper was established in 1957. It has a circulation of 80,000 copies.



The Daily Graphic

Circulation: 100,000

Frequency: Daily

The Daily Graphic is a Ghanaian state-owned daily newspaper published in Accra, Ghana. The newspaper was 1st published along with the Sunday Mirror in 1950. The newspaper is state owned paper, it regularly covers the government in a favorable light, detailing and encouraging national unity.



Daily Guide

Circulations: 50,000

Frequency: Daily

Daily Guide is a private-owned daily newspaper published in Accra, Ghana. The paper was started in 1984 and is published six times per week and is regarded as the most circulated independent paper in Ghana.



Digital

INTERNET USERS IN GHANA INCREASED BY 2.1 PERCENT BETWEEN 2021 AND 2022



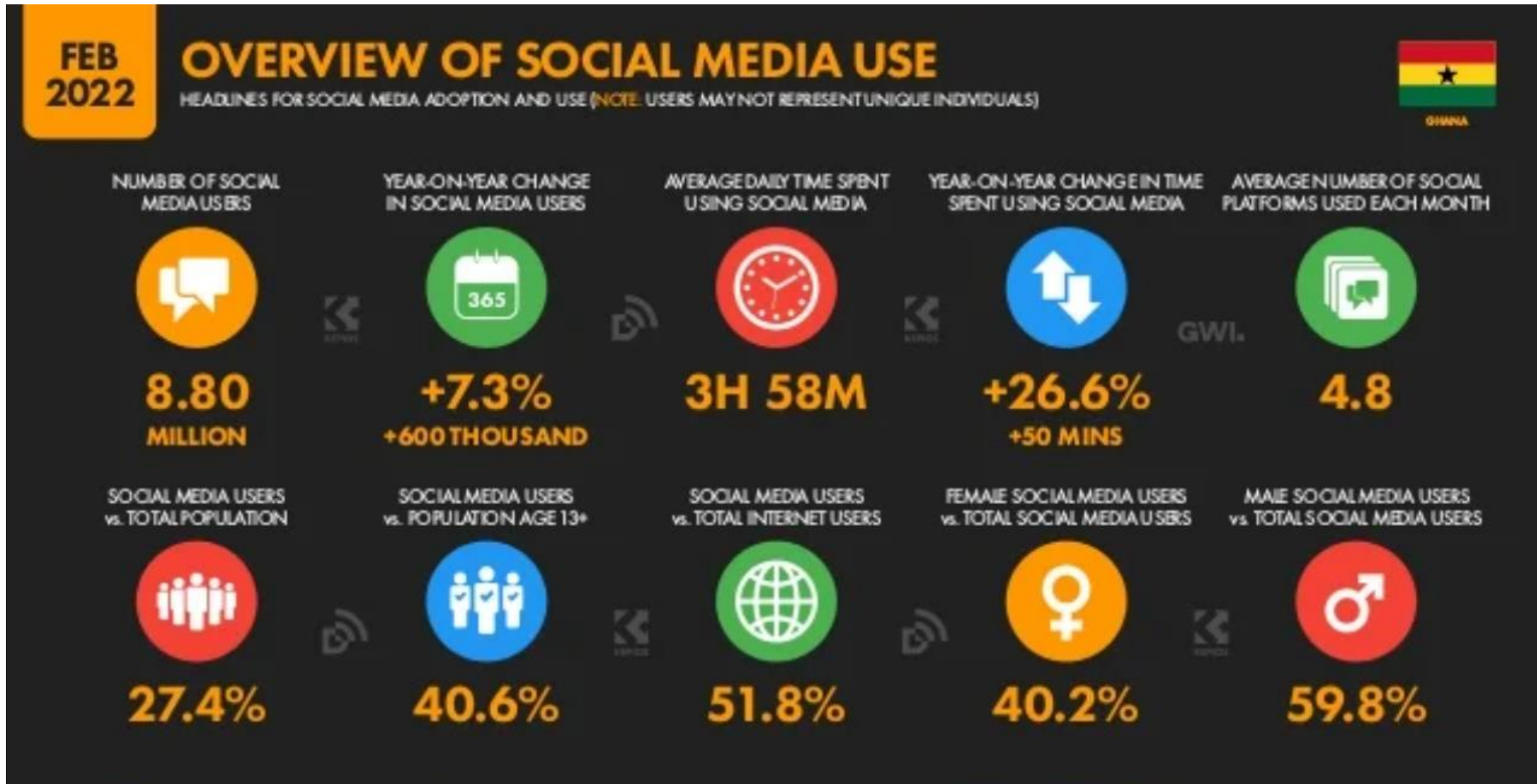
Digital

FACEBOOK IS THE MOST VISITED WEBSITE



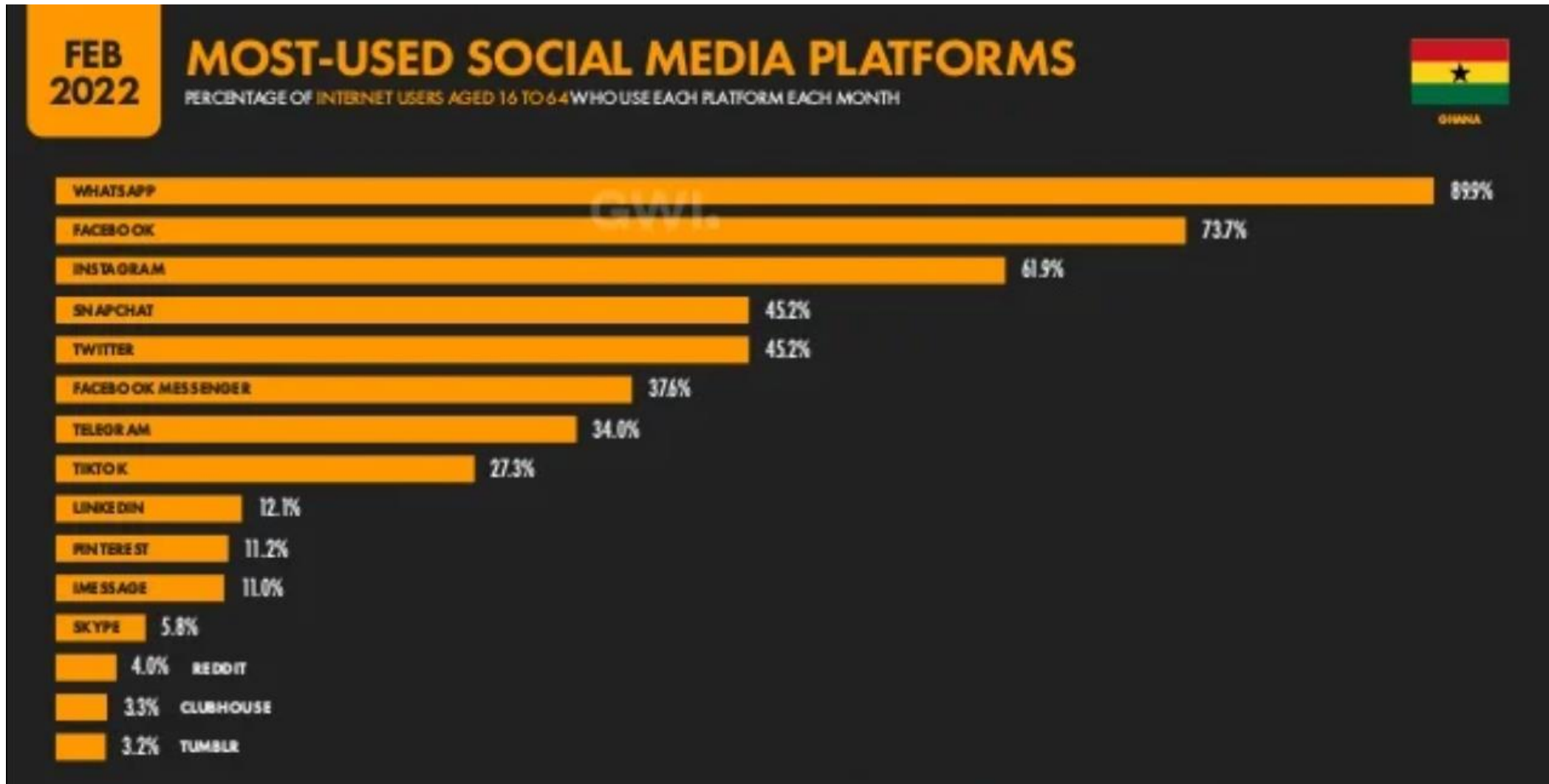
Digital

SOCIAL MEDIA USERS IN GHANA INCREASED BY 7.3 PERCENT BETWEEN 2021 AND 2022



Digital

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM



A black and white photograph of a savanna landscape. In the foreground, there is a field of tall, dry grass. Several acacia trees are scattered across the middle ground. In the background, a range of mountains is visible under a sky with large, dramatic clouds. A red banner with white text is overlaid on the image.

PAN-AFRICAN MAGAZINE TITLES

African Business

Region: Pan-Africa

Average Circulation: 25,572

Frequency: Monthly

African Business is an African business magazine published by London-based IC Publications. The monthly magazine covers business events across Africa. Special reports discuss specific sectors and industries.



New African

Region: Pan-Africa

Average Circulation: 40,217

Frequency: Monthly

Language: English

New African is an English-language monthly news magazine based in London. Published since 1966, it is read by many people across the African continent and the African diaspora. With its in-depth monthly reports, New African brings Africa closer to the world and offers an invaluable window to the globe's most diverse continent. It is ideal for those looking to gain a better understanding of the most important issues affecting Africa.



Jeune Afrique

Region: Pan-Africa

Average Circulation: 36,319

Language: French

Jeune Afrique is a French-language pan-African weekly news magazine, founded in 1960 in Tunis and subsequently published in Paris. It is the most widely read pan-African magazine. Jeune Afrique lets its readers in on the developments as well as the issues the continent currently faces.



The African Report

Region: Pan-Africa

Average Circulation:

The Africa Report is an English-language monthly magazine that focuses on African politics and economics.



The Economist

Country: Pan-Africa

Average Circulation: 286,136

Frequency: Weekly

Language: English

The Economist is a British weekly magazine owned by the Economist Group, launched in 1843. Every week the magazine takes readers from around the world on a tour of business, politics and culture. It is read by a highly educated readers, influential executives and policy-makers. The magazine reaches out to a community that is affluent, demanding and eager for new ideas and opportunities.



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